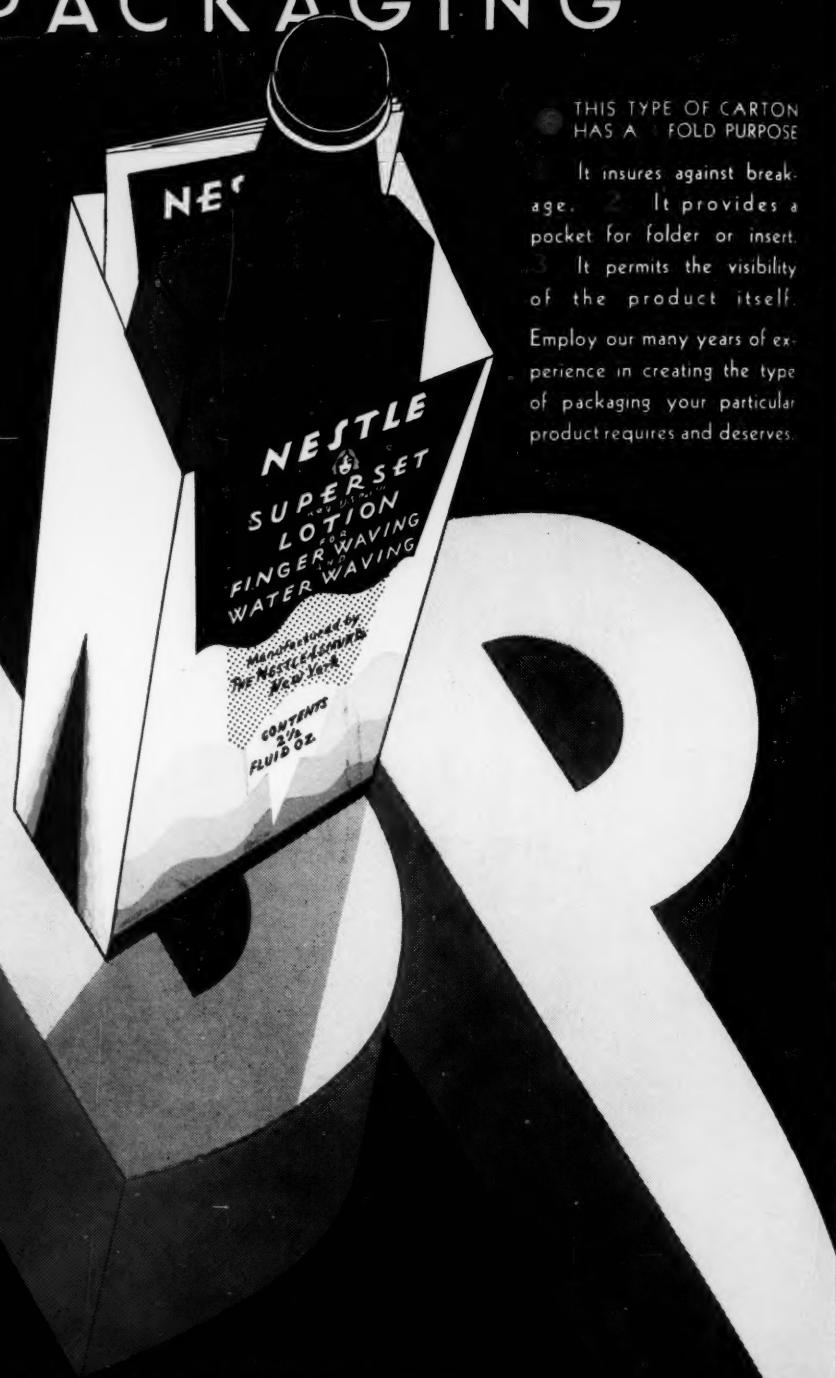


APRIL, 1931

A POPULAR IDEA IN PACKAGING

THIS TYPE OF CARTON HAS A 4 FOLD PURPOSE

- 1 It insures against breakage.
 - 2 It provides a pocket for folder or insert.
 - 3 It permits the visibility of the product itself.
- Employ our many years of experience in creating the type of packaging your particular product requires and deserves.



BROOKS & PORTER, Inc.

CREATIVE PACKAGING • LITHOGRAPHED AND PRINTED

304 HUDSON STREET • NEW YORK

GETTING THE "BIG IDEA"



TINY bubbles rising from a tea-kettle—that was all. It had been a common sight to generations of men.

But the vision James Watt saw, in the tiny clouds of steam, the power which should re-make the world—he had the "big idea."

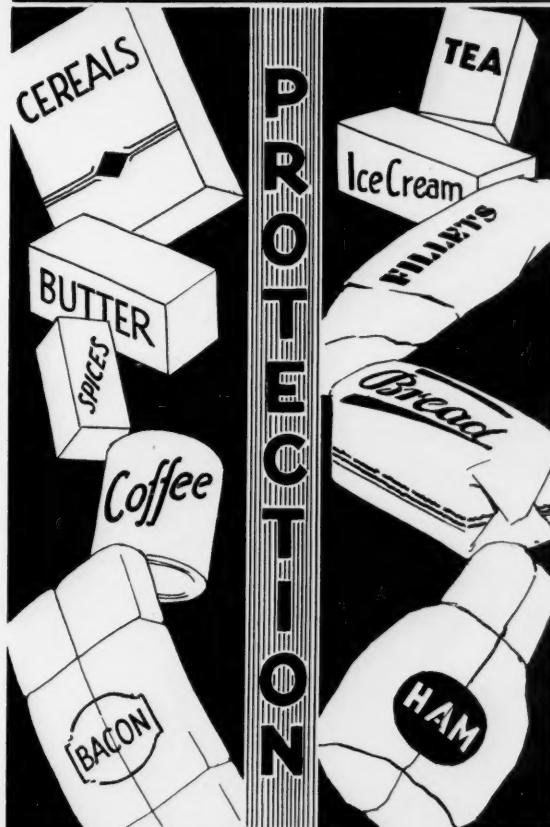
Just so the business of this Company has been built around Ideas! Not simply making Paper but developing all its possibilities for the service of the people. On this service has been established the growth and continued success of "The World's Model Paper Mill."

This service is more than a question of the right wrapping; it means full protection for all kinds of food products, under all conditions. Every member of this Company—from the president to the humblest in overalls, is on the alert to find better ways to fulfil present needs and anticipate the new.

KVP Laboratory research experts are at your command; if need arises for some special, exclusive type of protection, do not hesitate to call on us for advice and suggestion.

**KALAMAZOO
VEGETABLE PARCHMENT CO.**

KALAMAZOO -- MICHIGAN



KVP PROTECTION PAPERS • • •

MODERN PACKAGING

April, 1931

VOL. 4—NO. 8

For the Service of Those Industries
Where Packaging Is a Factor.

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Design printing on transparent wrapping materials has entailed considerable experimental work. That this has been accomplished successfully is evident in the samples accompanying the article beginning on page 41 of this issue.

Considerable interest has been displayed by all factors in the various industries in the forthcoming exhibit of modern packaging technique to be held at the Hotel Pennsylvania, May 19, 20 and 21. Present indications point to a highly successful conference. Aside from the fact that it is the first exposition of its kind ever conducted, the scope of the work to be covered at the meetings is so comprehensive, much enthusiasm has been evidenced.

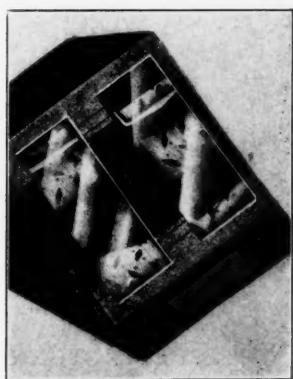
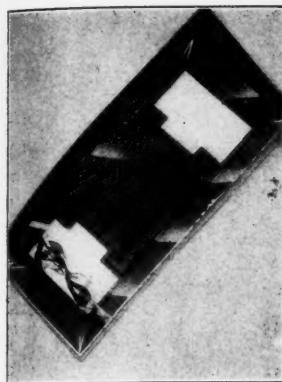
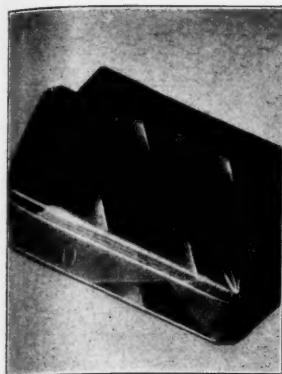
The movement for color restraint, for co-operative color control in commerce and industry is a vital question which may make imperative demands on the packaging industry. Mr. Fawcett's article on this subject beginning on page 57 of this issue, will give all package users some interesting information.

CHARLES A. BRESKIN—General Manager. D. E. A. CHARLTON—Editor. LAWRENCE LEY—Advertising Manager. ANN DI PACE—Assistant Editor. EARL I. CARMODY—Western Manager. E. R. GORDON—Production Manager. HERBERT KAUFMAN—Sales Promotion. EDWIN L. LEY—Art Director. PERRY H. BACKSTROM—Special Representative.

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INS and OUTS

OUTSIDE of a SYLPHRAP-ed product dirt, germs, dust, deleterious elements are ever ready to pounce on your product, to spoil it. Inside of SYLPHRAP a product is as fresh as when wrapped, clean, wholesome-looking and inviting.

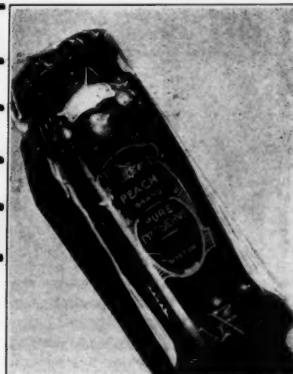
Dressing up your product, revealing otherwise hidden qualities, presenting an irresistible, alluring, eye-appeal, SYLPHRAP is your greatest selling argument.

LOOK FOR THE SYLPHRAP LABEL

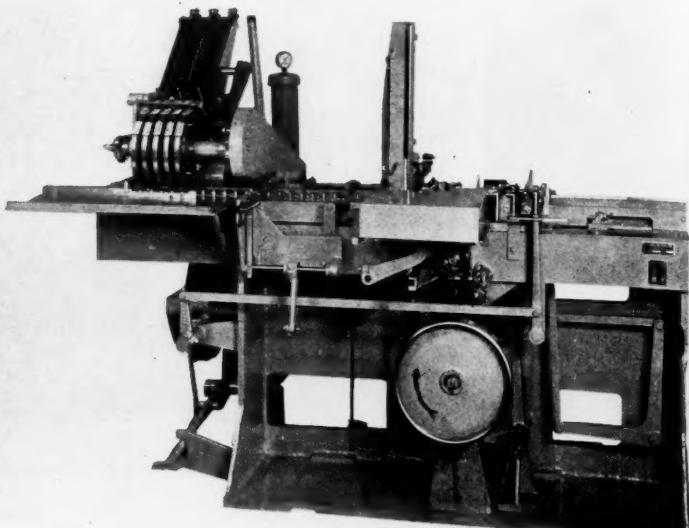


**SYLVANIA
INDUSTRIAL
CORPORATION**

122 E. 42nd ST., NEW YORK CITY
WORKS, FREDERICKSBURG, VA.



【 IF IT'S PACKAGING—TRY REDINGTON FIRST 】



The Redington Cartoner which packages the double edge Segal Safety Razor Blades in their factory at New York City. It is adjustable so that three different sizes—3, 5 and 10 count cartons—may be packaged on the same Redington.

Custom Built To Fit Your *PACKAGING* Job

FEW packaging jobs are exactly alike. The wide variation in size and type of package, the great differences in production needs do not permit the use of standardized machines for most installations.

Custom-Built Redingtons are everything the name implies. They are "tailor-made" by the Redington Engineering Staff to fit the exact requirements of your particular packaging job.

Machines like these explain why production executives the country over are going "Redington." They explain why real, sizeable economies in labor, floor space, and, sometimes, in materials can be yours.

Investigate Custom-Built Redingtons—write us now.



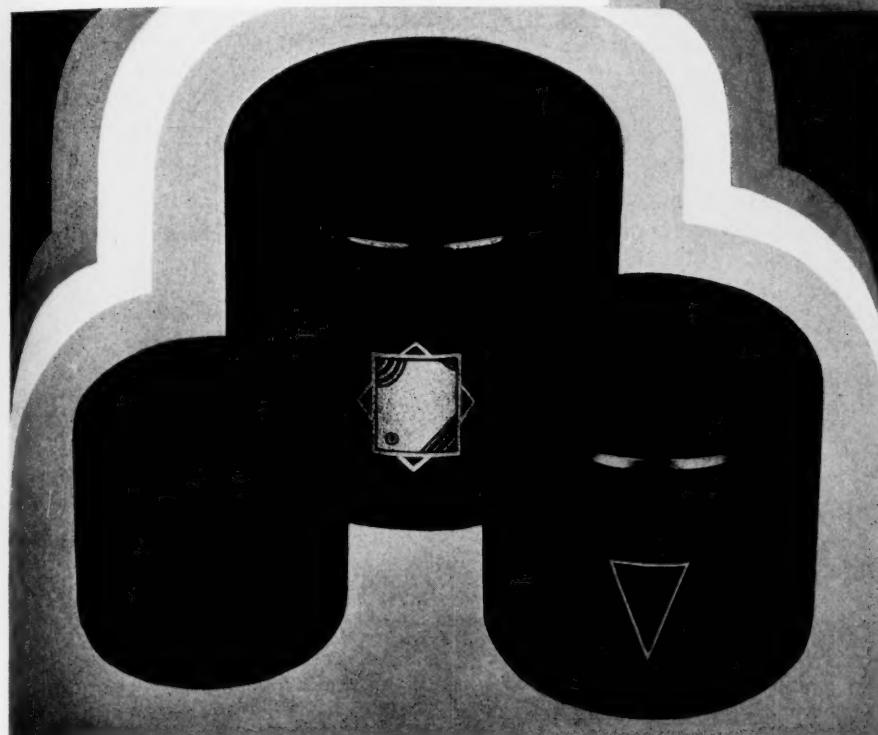
F. B. REDINGTON CO., Est. 1897

110-112 So. Sangamon St.
CHICAGO, ILL.

REDINGTON PACKAGING MACHINES

Economical for
Cartoning—Packaging
Labeling—Wrapping

WE COIN A NEW TERM PLASTICSMITHS



WE call the artisan in gold—a goldsmith, in silver—a silversmith—why not PLASTICSMITH? As artisans in synthetic resins, as designers of the unusual and as molders of enduring artistic and practical containers, we deem ourselves worthy of the title PLASTICSMITHS.

The molded Durez jars illustrated are stock jars of various capacities which can be had in any color imaginable.

PLASTICSMITHS
IN

Deldur

BAKELITE
DUREZ

ALLEN & HILLS, Inc.
AUBURN NEW YORK



SOLVED!

ONE OF INDUSTRY'S MOST DIFFICULT PACKAGING PROBLEMS

The butter and oleo industries are cutting costs through the use of Automat printing, wrapping and cartoning equipment. Handling soft, sticky material has been a problem but Automat designers and engineers have solved it.

A single Automat machine will wrap and carton pound solids, one to a carton, wrap half-pounds individually, inserting two to a carton, or wrap individual quarter pounds inserting four in a single carton.

In the near future Automat will announce to the general packaging industry a machine that will solve one of its most perplexing problems.

The Automat Molding & Folding Company
TOLEDO, OHIO

New York Office
43 Murray Street

Los Angeles Office
306 Calo Building

AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

THE AUTOMAT MOLDING & FOLDING CO.
TOLEDO, OHIO

TYPE C

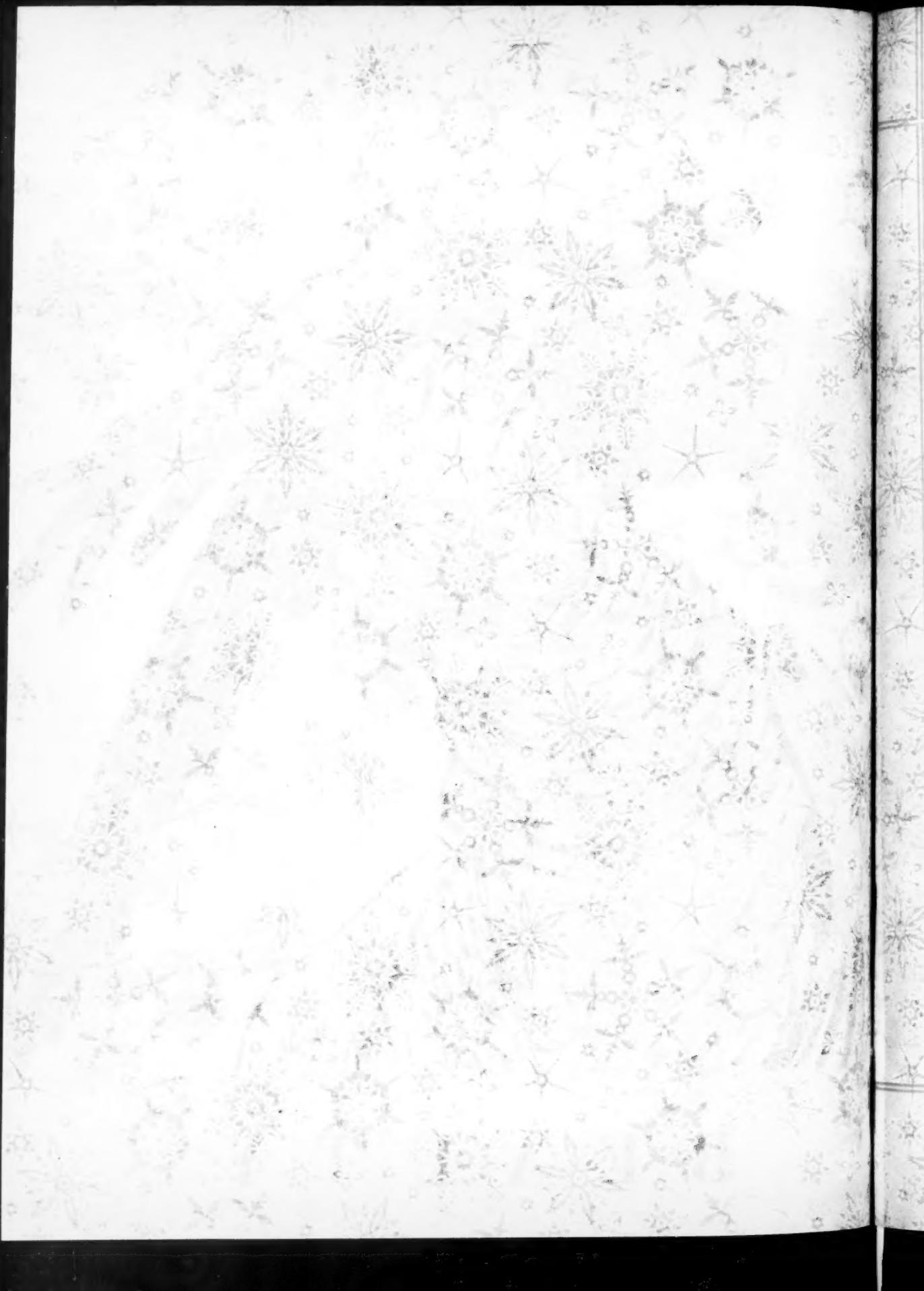
THE APPEAL OF



B E A U T Y







The Appeal of Beauty

Cinderella by the fireside was exactly the same girl as the sweet young lady with the glass slippers at the ball. What she wore brought out her beauty and attracted the attention of the Prince.

Cinderella in her fireside clothes would have never been a Princess. It took dressing up to attract the eye.

Your product may be in the same situation—unsought and unbought because you have never dressed it up.

Your product may have as much merit—even more—than your competitor's, but if his is dressed up and yours isn't, he is certainly going to outsell you.

This question of attractiveness is a vital one—never more so than now. Color is being used with a lavish hand. A five cent product often has a ten cent dress-up. Of course the consumer pays and willingly if "The Appeal of Beauty" is compelling enough.

Embossed Paperglas, in a great many cases, is the magic wand that changes a Cinderella product into the Princess of Products and holds the eye of Prince Consumer.

If your product can be packaged there is an Embossed Paperglas design that will add the "Appeal of Beauty." Designs in one or more colors are easily printed on Embossed Paperglas adding in addition to the "Appeal of Beauty" a means of identification and repeat purchases.

Whether or not you are using "The Appeal of Beauty" it will be very much worth your while to investigate the possibilities of improvement. Our experience, covering many years, and hundreds of products, is very much at your service.

Write for samples of Embossed Paperglas—made in 19 different and distinctive patterns—and other real helpful information.

**WESTFIELD RIVER PAPER COMPANY, Inc.
RUSSELL, MASSACHUSETTS**

NEW YORK CITY OFFICE, 501 FIFTH AVENUE

The Abbey of Beauty

Chivalrously the knight was ready to the rescue but as the snow
began to fall with the kiss of the wind. With the more prompt
and peremptory insistence of the knight to the flower,
Chivalrously in full bloom stood the flower beside a flint
area. It took blossoming up to attract the knight.
Young knight could be in the same situation—impassable and un-
possibly because you have never dreamed it up.
Young knight was made an unique master—ever more—than your
companion, but it this is desired by any young man, he is continuing
brought of outfitting you.

This distinction of attractiveness is a little one—never more so
than now. Color is given much with a lavish hand. A life gets brought
officer and a far east chess—qu. Of course the companion has had
affectionately it. "The Abbey of Beauty" is commanding enough.
Emphasized Pabst, in a great many cases, is the major
weak part changes a Chivalrous knight into the Princess of Prowess
but holds the eye of Prince Companion.

If your knight can be regarded first in an Empowered Pabst—
play again that will add the "Abbey of Beauty". Details in one of
more colors the chivalry bringing on Empowered Pabst's saddle
sabbition to the "Abbey of Beauty" a means of distinction and
about knight.

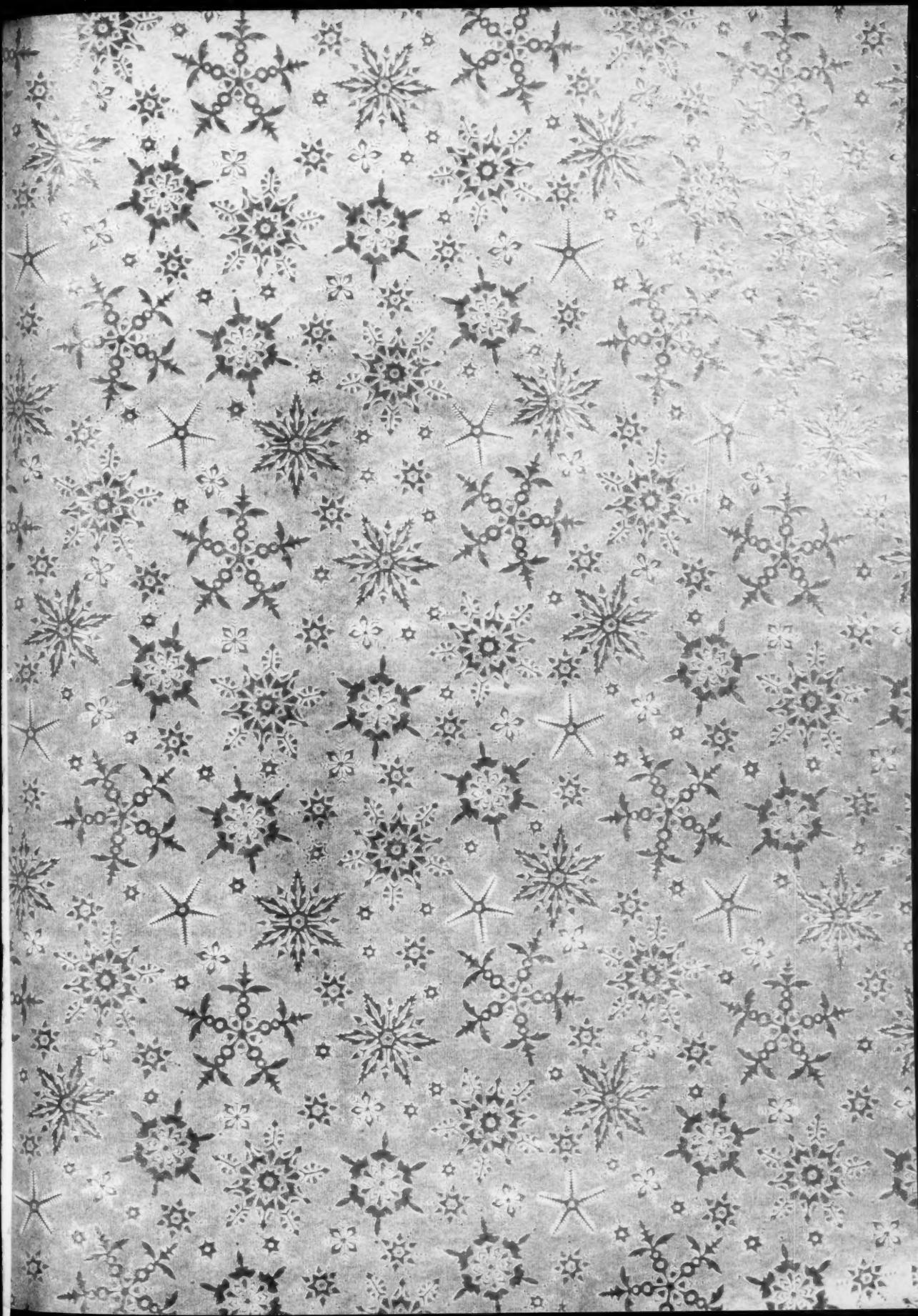
Whether or not you are using "The Abbey of Beauty" it will be
well enough worth your while to investigate the possibilities of in-
formation. On the other side of Empowered Pabst's—make in 10 different
modifications, is very simple to your service.

With the audience of Empowered Pabst's—make in 10 different
and distinctive patterns—and other less costly imitation.

WESTFIELD IRVING FABRIC COMPANY, Inc.

RIDGEWOOD, NEW JERSEY

NEW YORK CITY OFFICE, 501 LINN AVENUE



The Alpine Geology of Benicia

While the tendency to propagandize has always been strong in America, it has been particularly evident during the last few years. The American public has been exposed to a great deal of propaganda through the mass media of communication, especially television and the Internet. This has led to a general acceptance of certain political and social beliefs as facts, even though they may not be true. For example, the idea that the United States is a "superpower" or that it is a "leader of the free world" is often repeated in the media without question. Similarly, the idea that the U.S. government is "protecting" its citizens from "terrorists" or "foreign invaders" is also commonly accepted. These beliefs have become so ingrained in the American psyche that it is difficult to challenge them. This is because the media tends to reinforce these beliefs through repetition and omission of alternative viewpoints. For instance, if a news story focuses on a terrorist attack, it will likely ignore other important stories that provide a more balanced view of the situation. This lack of balance can lead to a distorted perception of reality, which can then influence people's behavior and decisions.

AMERICAN RIVER COMPANY, Inc.
REGD. U.S. PAT. OFF.

NEW YORK CITY OFFICE 201 PARK AVENUE

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PRINTED IN U.S.A.

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has been producing
Gray Coated Boards Only

Their plant, less than five miles from New York City, is the last word in efficiency.

If you want quality with uniformity—courtesy with real service—and satisfaction from your customers—use

Ridgelo
CLAY COATED

LOWE PAPER COMPANY
RIDGEFIELD, N. J.

DUREZ MAGENTA

A BRIGHT COLOR, A BOLD SHAPE, AND THREE HINDS CLOSURES LEAD THE FOLLOWERS

ON THE SHELF, in the showcase, good products stack up against bad. How can the manufacturer of a reputable article, even with advertising, convince the casual customer that he ought to buy a certain shaving cream, or soap, or lotion?

Hinds likes Magenta and gives the word

An increasing number of toiletry and pharmaceutical people are finding out one answer, at least. Most recently, Hinds. If the product is right, if distribution is sound, look to the package. And if the experience of scores of nationally known concerns counts for anything at all, cap the container with Durez.

In selecting the perfect molding compound for closures on their new bottles of tonic cleanser, and the 2-oz. and 4-oz. jars of cream (Allen & Hills, Auburn, New York, molders), Hinds turned to Durez Magenta. A new color, an exclusive red shade, Magenta has a dash and life that set the container off to excellent advantage. Fresh, smart, compelling, the

new red matches the labels, and does especial honor to the Hinds name.

Good people to follow

Hinds is simply one of the leading houses which knows Durez as the right material. Representative users of the perfect molding compound (ninety-five per cent of all molded closures in use today are made of Durez!) include Squibb, Listerine, Colgate-Palmolive-Peet, Quinlan, Frank, LaLasine, Dorothy Gray, Iodent, Van Raalte and others too numerous to mention.

Closures made of Durez are strong and tough, yet light. Resistant to acids, to moisture and perspiration, they will not discolor the contents of the container, nor corrode in contact with the product. . . . Easily, quickly gripped, Durez closures screw down tightly so that leakage is avoided. Yet so accurately are Durez

threads molded, a touch of the hand instantly releases them. . . . Durez not only is desirable for closures, but has an important place in the manufacture of a wide variety of boxes, trays, dishes, cups, display sets and containers.

Let us add your name

If you are not now using this material, we shall be glad to send complete information. If Durez already has helped to modernize your product or package, simply make sure that no other material is being substituted for it. . . . "Closure News," a brief newsy bulletin of especial interest in this field, will be sent to you regularly, once a month, upon request.

For information, as well as "Closure News," write to General Plastics, Inc., 41 Walck Road, North Tonawanda, New York. Also New York, Chicago, Los Angeles, San Francisco.

THE MAKERS OF DUREZ ARE ALSO THE MAKERS OF DUREZ INSULATING VARNISHES AND LABEL CEMENT



DUREZ EXHIBITS
AT BOOTH 31



THE POSITIVE SEAL

for Moistureproof Cellophane



SCOTCH CELLULOSE TAPE

Made especially for sealing Cellophane wrapped packages. It offers a positive seal to packers of Cakes, Cookies, Breads, Candies, Meats, Dried Fruits, Textiles, etc. etc.

SCOTCH CELLULOSE TAPE

requires no moistening and will stick to any clean, dry surface. It holds fast instantly to either moistureproof or normal Cellophane. Will not transmit taste or odor to Food Products and it has been approved by the Manufacturers of Cellophane.

Available in
RED, GREEN, BLUE, BLACK
and TRANSPARENT—

all with a permanent high gloss,
and in widths from one-fourth
inch to two inches.

Write for samples and further information to

MINNESOTA MINING & MFG. CO.

Originators of WETORDRY Waterproof Sandpaper
SAINT PAUL, MINN.



THE PERSONALITY OF YOUR LABEL

Your Label—your best salesman — must have personality. It must be worthy of your product; it must co-ordinate with your advertising; it must have colorful lure in the retail store.... Recognition of these principles is manifest in "U S" Labels. "U S" offers you a long and varied experience which has played a real part in the sales success of many well known products. ☺ ☺ ☺ We can serve you, too.



**Our product helps sell OLD DUTCH CLEANSER;
We can help sell your product too.**

"COLOR PRINTING HEADQUARTERS"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
110 Beech Street

BROOKLYN
101 N. 3rd Street

BALTIMORE
28 Cross Street

Sales Representatives in 16 Cities—A Nation-wide Service.

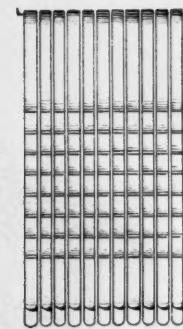
ARTCOTE
o v i d e s a n
e c t i v e w a y
s e l l i n g
m e r c h a n d i s e

most unusual manner of presenting a product to the consumer is this Venida Sure Grip Bob Pin card. A dozen pins are inserted in a die cut opening on a card of heavy ARTCOTE silver. ARTCOTE, because of its smooth metallic surface, takes to printing like duck to water. No special printing apparatus was required to produce the two color illustrations on this card.

This card in this case serves another purpose. It also provides a striking display—the silver with its color contrasts catches the eye while the clear, well printed message tells the story at a glance.

VENIDA

SURE GRIP
BOB PIN



10
¢

**KEEPS YOUR HAIR
NEAT AND TRIM
DO NOT FALL OUT**

MADE IN U.S.A.

The card illustrated on the left was printed in two colors, orange and black, on ARTCOTE Folding Cover Stock No. 0310 Silver. Half tone and line cuts were used.

THIS SPECIMEN IS

PRINTED ON
ARTCOTE
0360 SILVER.

Its furnished by Triangle Ink & Color Co.
Silver Paper Orange, No. 3034R; Silver
Paper Black, No. 7605

Manufactured by

• ARTCOTE PAPERS •

INC.

IRVINGTON, N.J.

T
p

New
Chica
San Fr
Melbo
Trafal

The greatest names in FLOUR package their products this way



Every year — billions of bushels of wheat are grown, harvested and threshed, milled into flour, and packaged in bags and cartons.



In no other industry is packaging equipment called upon to handle such a tremendous and steady flow of production with greater speed, accuracy, and reliability. Yet, again in flour, as in practically every packaging industry, the largest and best known producers in the country all use the same packaging method . . . Pneumatic Scale Packaging Machines.



When you are contemplating investing money in the purchase of packaging machinery, the packaging experience of the country's largest producers should be a valuable guide to your selection of the best method. It is given briefly and concisely in a unique book entitled . . . "An Interview." Write for it.



PNEUMATIC SCALE CORPORATION, LTD.
Norfolk Downs, Massachusetts

PNEUMATIC MACHINES

Carton Feeders—Bottom Sealers—Lining Machines—Weighing Machines (Net and Gross)—Top Sealers—Wrapping Machines (Tight and Wax)—Capping Machines—Labeling Machines—Vacuum Filling Machines (for liquids or semi-liquids)—Automatic Capping Machines—Automatic Cap Feeding Machines—Tea Ball Machines.

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Melbourne, Victoria; Sydney, N.S.W.
Trafalgar House, No. 9 Whitehall,
London, England

PNEUMATIC SCALE PACKAGING MACHINERY

RIEGEL protective wrapper PAPERS

If a Riegel Protective Paper Wrapper is not a part of your package, why not investigate the sales-increasing advantages that it offers?

Many products have been helped to leadership by a Riegel Paper Wrapper. Whether your problem is protection against grease or moisture—lasting freshness—or simple, saleable, eye-appeal—there is a Riegel Paper to exactly answer your needs.

Consult us, if you wish, without obligation.

RIEGEL PAPER CORPORATION

342 MADISON AVENUE, NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford





Buyers set a higher value on goods in nice containers



Fine confections would lose nothing in quality if offered in a paper bag—but would lose greatly in sales value. In a paper bag two dollar candy would be hard to sell at fifty cents! And what is true of candy is equally true of goods of every kind—an attractive package is a powerful factor in maintaining sales and sustaining prices.

In the competition to win the approval of the buyer, some manufacturers have found that the unusual, lustrous beauty of Bakelite Molded containers gives them a decided advantage. Boxes and jars of almost any design or dimension

may be formed of Bakelite Molded, with trademarks and ornamentation faithfully reproduced. Many attractive colors are available. Bakelite Molded containers are being used for such varied products as beauty preparations, confections, safety razors, watches, precision weights, surgical instruments and poker chips. It may be that you too could make your goods more desirable in the eyes of the public by offering them in attractive Bakelite Molded containers. We invite you to enlist our cooperation in adapting Bakelite Molded to your needs.

BAKELITE CORPORATION

247 Park Avenue, New York, N.Y. Chicago Office: 635 W. 22nd Street
BAKELITE CORP. OF CANADA, LTD., 163 Dufferin St., Toronto, Ont.



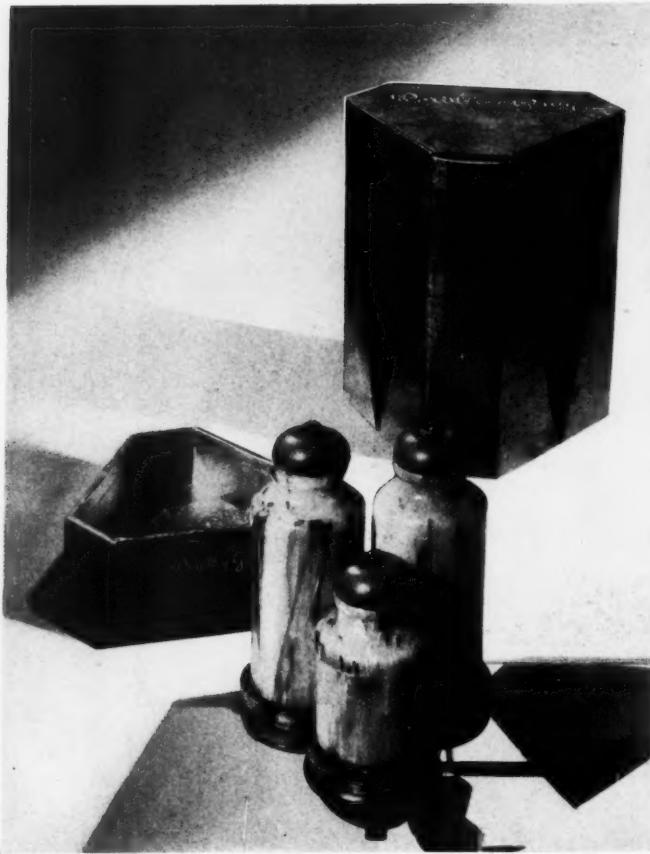
BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the

REGISTERED U. S. PAT. OFF.

numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES



Its smooth texture, its luxurious appearance, its colorful effect and its unusual smartness assure instantaneous success for the package it adorns.

Send for samples of this smart box covering. There are many shades and colors to choose from.

KELLER-DORIAN
PAPER COMPANY, Inc.
110 FIFTH AVENUE
NEW YORK, N. Y.

FRENCH VELOUR

A SMART PAPER THAT MAKES A SMART PACKAGE

The two illustrations on this page reflect very definitely the trend of packages for smart products. The box must be as smart as the product contained therein—and KELLER-DORIAN FRENCH VELOUR fulfills every desire of the discriminating manufacturer.



UR
R
A
GE

age
end
od-
mart
n-
AN
ul-
mi-

*free from
objectionable odor*

... one of the many reasons why

french velour

is always specified for
packaging fine products

■ stocked in fifteen colors

exclusively

keller-dorian paper company

incorporated

390 fourth avenue

new york



TH
UN
CH
VE

KE
PA
110



This colorful ensemble of beauty products made up in rose petal shade, flecked with black here and there, strike a pleasing note in the Juanita Clement ensemble sponsored by Miriam C. Acker & Co., 21 W. 46th St., New York City

THE UNMISTAKABLE CHARM OF SILK VELOUR PAPERS BY KELLER-DORIAN



Silk Velour is a box covering made especially for better products. Its brilliant hues, its rich, silky appearance and its individuality are hallmarks of high quality even to eyes and finger-tip unfamiliar with fine distinctions in box coverings.

Add the charm and distinction of this box covering to your product by specifying **KELLER-DORIAN SILK VELOUR** on your next package.

KELLER-DORIAN
PAPER COMPANY, Inc.
110 FIFTH AVENUE, NEW YORK

McDONALD LABELERS

DO ALL-AROUND LABELING JOB
ON ROUND AND RECTANGULAR CONTAINERS



Round cans have been labeled all around on a comparatively simple machine because they are perfect cylinders. The label can be applied from one end and rolled on to make the lap with gum on the ends only.

Round bottles are seldom perfect cylinders, therefore the rolled-on label is too often mismatched at the lap and has the added disadvantage of being gummed only at the lap.

MCDONALD ALL-AROUND LABELER DOES A BETTER JOB

BECAUSE— It plumbs the bottle square with the label.

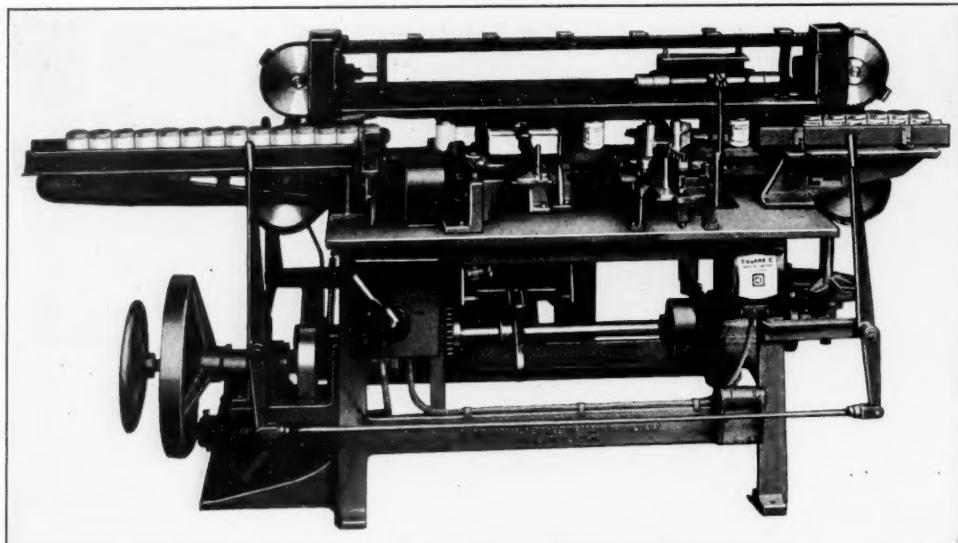
It gums the label all over.

It applies the center of the label to the bottle first.

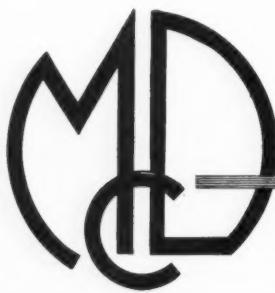
It wraps the label toward both ends.

It makes a perfect lap.

Write for full information on McDonald Spot, Front and Back, and Duplex Labelers



All-Around Labeler



• MCDONALD •
ENGINEERING CORP.

220 VARET STREET, BROOKLYN, N.Y.

LOS ANGELES 443 So. San Pedro St. ----- LONDON Windsor House, Victoria St. S.W.1 ----- CHICAGO 1112 Merchandise Mart



ADD BEAUTY

The true modern trend in design is admirably demonstrated by the human hand. Embellishment or superficial ornamentation is conspicuously absent. Nothing has been added to its appearance but beauty. Designed by the greatest Master in true conformity with what we term today, Functional Design.

In the creation and design of packages, we are guided in our work today by these principles of Functional Design. Packages are planned by us with regard to specific duty as well as visual appeal. In our efforts we are not concerned with the old fetish of "art for art's sake." Styles of the past, created for conditions existing in their day, resulting in superficial adornment when applied to modern requirements, we leave to those who use this method to cover their own baldness of creative ability. The purpose of the package should be apparent. The amount and style of artistic decoration is mostly predetermined by, and should be the

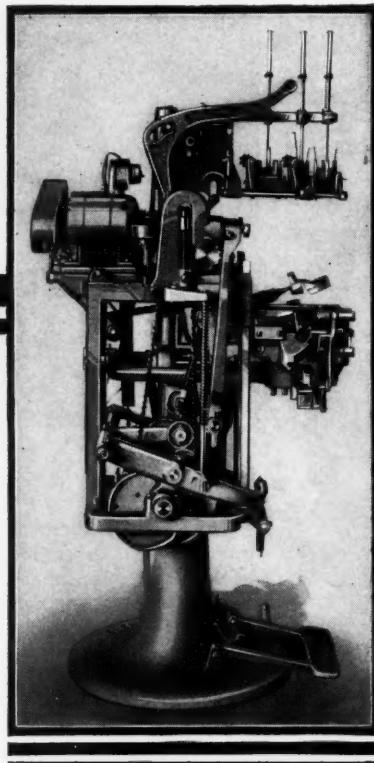
natural sequence of, research and the creative efforts preceding and determining the package design. Change should never be considered as an end in itself. Functional Design, the expression of art in the style of today, and its application to merchandising is the natural result of new stimuli and must not be confused with the meaningless, grotesque, angular work erroneously called modernism.

The true modern trend in package design regards Beauty, Utility and Profit as elements joined in an essential unity. For the success of your merchandise, the design of all your products and packages should be engineered by one director. This new conception of the significance and value of beauty in the styling of products and design of packages is offered you through the services of the Package Design Corp. We do not manufacture containers. Our ideas and opinions are unbiased. The complete Package Design service, or any part thereof, is available as you choose to use it.

PACKAGE DESIGN CORPORATION, 8 MURRAY ST., NEW YORK



The well-known disinfectant,
SoHy, made by Pennsylvania
Salt Manufacturing Co. . . .
well-designed package . . .
well-labeled by Improved
World Labeler.



World Labelers - automatic and semi-automatic - meet with success the labeling problems presented by packages of various sizes and types.

ECONOMIC MACHINERY COMPANY

Largest Manufacturers of Labeling Machines in the World

WORCESTER, MASS., U. S. A.

WORLD LABELERS



There Is No Substitute

What package paper permits no substitute?

Discriminating paper buyers have, for years, been choosing papers designed and created by Louis DeJonge & Company.

The reason? — Merely this — they have found the highest standard of excellence rigidly maintained, both as to originality of design, and quality of paper.

This continued use of DeJonge Papers by leaders of the industry is proof positive that we have successfully maintained the high standards which have ever been our major claim for patronage.

LOUIS DEJONGE & COMPANY

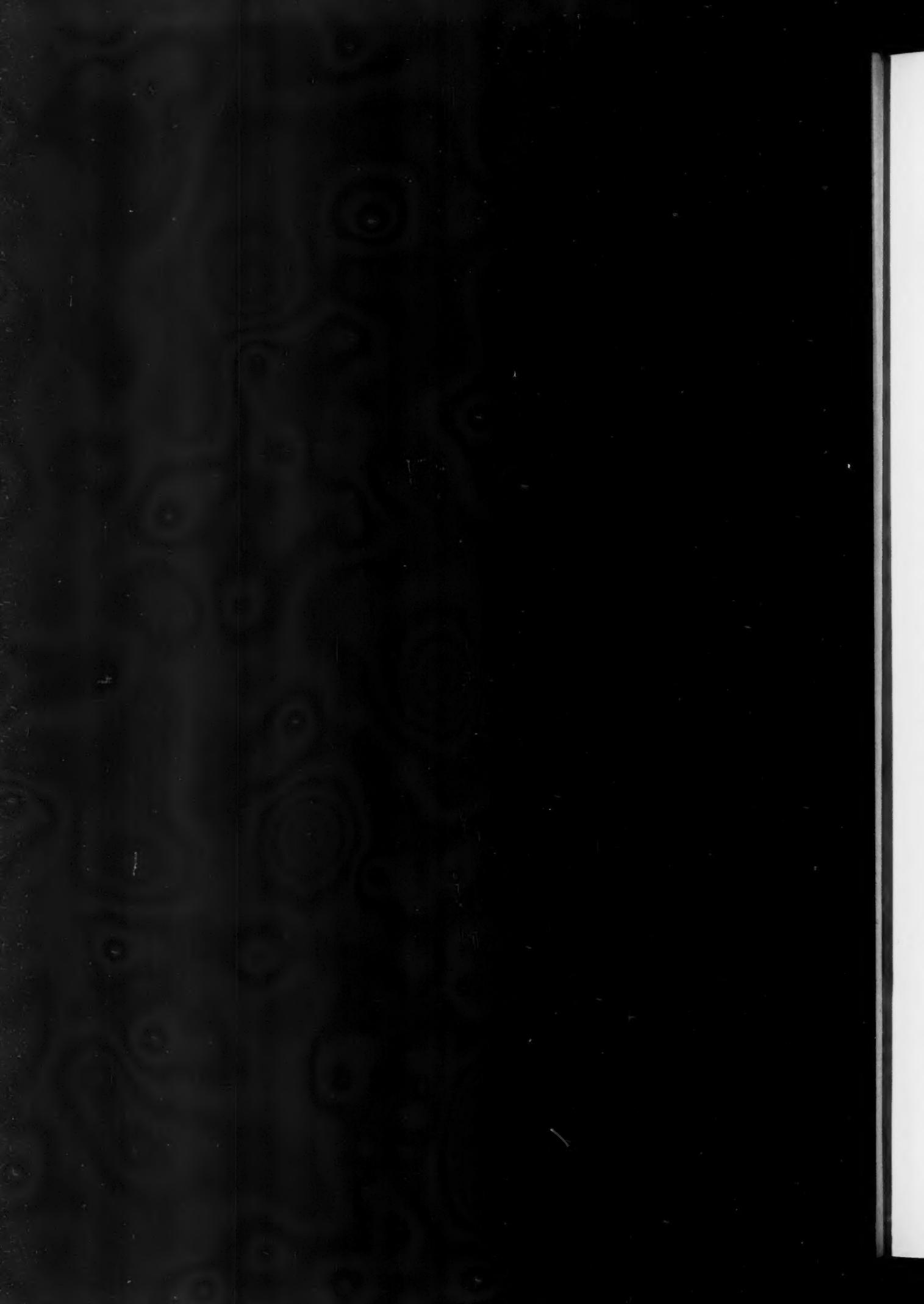
Philadelphia

New York

Chicago







CAMELS TAKE THEIR BOW IN CELLOPHANE!

YOU saw candy in Cellophane . . . then cake . . . meat and food products . . . shirts and stockings and sheets and cigars . . . and scores of other articles of merchandise.

Now to this fast-growing Cellophane family, we welcome Camel Cigarettes.

The R. J. Reynolds Tobacco Company decided to take another step to assure to smokers the full enjoyment of the original freshness, smoothness and mellowness of their famous cigarettes. With a wrap of Moistureproof Cellophane, they made the "Humidor Pack" which carries Camels to Maine and Florida, to New Jersey and California . . . and everywhere in between . . . without loss of their fine flavor.

As for display value . . . but we need only remind you of the eye-attracting sparkle of Cellophane, which helps to speed sales and build repeat business.

Du Pont welcomes Camels into the Cellophane family. And smokers are gladly welcoming Cellophane-wrapped Camels. Du Pont Cellophane Company, Inc., 2 Park Avenue, New York City.



Cellophane

*Moistureproof Cellophane is a patented product
of the Du Pont Cellophane Company*

FLEXIBILITY



THIS is not an idle jest with *Stokes & Smith American Fillers*. Here we have three distinctly different materials—grated cheese, face cream, and cocoa—filled with equal facility.

½ oz. up to 5 lbs. 15 to 25 per minute.

To crown that, these three containers are distinctly different in shape and volume.

This Universal Machine is filling more than a hundred different kinds of powdered and granular products—also pastes and creams.

Write us for estimates

FILLING MACHINES—CARTONS SEALING MACHINES—WRAPPING MACHINES

STOKES & SMITH COMPANY
PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—23 GOSWELL RD.

K
R
A
U
S
E

It's surprising how much difference a metal seal will make in your package.

Whatever the product, a Krause Metaseal will improve the character of your package or product.

Metaseal labels are easily applied and shape themselves to irregular surfaces. With all their richness and pronounced attractiveness, Krause Metaseal labels have been brought within cost limits that make these metal seals practical for a wide range of products.

A representative can show you concrete examples of what Krause Metaseal labels can do for you. Your inquiry is invited.

M
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A
L

RICHARD M. KRAUSE

INCORPORATED

304 EAST 23rd STREET NEW YORK

Representation in all prominent cities

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements. We produce a detail whether you demand fine printing or ultimate moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

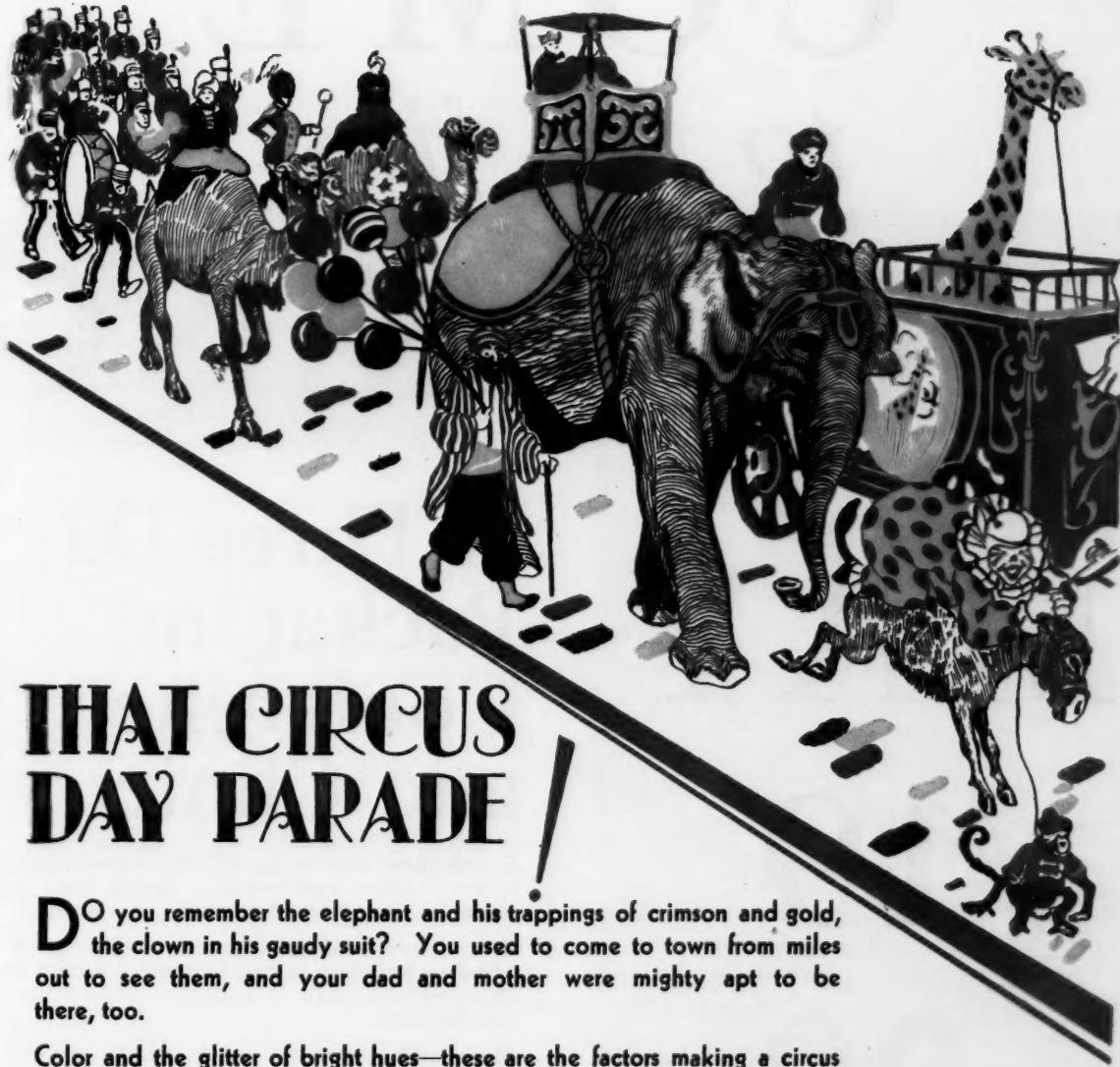
No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands. Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

CHICAGO CARTON COMPANY

4411 Odgen
Avenue
Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons . . .





THAT CIRCUS DAY PARADE!

DO you remember the elephant and his trappings of crimson and gold, the clown in his gaudy suit? You used to come to town from miles out to see them, and your dad and mother were mighty apt to be there, too.

Color and the glitter of bright hues—these are the factors making a circus parade the advertising feature of the tented show.

Color, too, should be a part of your campaign in bringing the attention of the buyer to your package. What better way to do it than to use Printed Transparent Cellulose? Your product knows no restrictions in this protective wrapper. No cardboard or paper hides its beauty. On the contrary, the sheen of the beautifully printed wrapper increases its attractiveness.

Start your ballyhoo now! Let us design your wrapper, and watch the sales parade start.

Package Paper Company
Holyoke, Mass.
papers that protect printing that pleases

COME *to the first* PACKAGING

MAY
19.
20
21

A Three Day Packaging Conference and Clinic

For the first time in the history of packaging, a constructive conference is being held on packages, packaging materials and methods.

Every phase and problem of modern packaging technique will be discussed. A clinical study will be made of packages and packaging methods.

Packaging's foremost minds will be at work for you at this conference. Executives of all fields of production and distribution will participate in this conference and clinic.

A Packaging Exposition will also be a feature of the conference. At the Exposition there will be displayed the important materials and methods used in packaging.

You can't afford to miss this initial event. The ideas and thoughts that you will take away with you will more than repay you for your time spent.

If you have any particular packaging problem—bring it along—that's why the Conference, Clinic and Exposition are being held—to high-light packaging problems.

at the Hotel Pennsylvania

EXPOSITION

Among the subjects to be presented are:

When, Why and How to Package, by C. B. Larrabee, Associate Editor, *Printers' Ink*; author, "Packages That Sell."

The Family of Packages, by Arthur H. Ogle, Assistant Marketing Director, Bauer & Black Division, The Kendall Company.

Re-styling the Old Package, by Ben Nash, Product Development and Merchandising Counselor.

Color and Design in Packaging, by Arthur S. Allen.

The Materials of Packaging, by D. E. A. Charlton, Editor, MODERN PACKAGING, Breskin & Charlton Publishing Corp.

Other subjects to be discussed are as follows:

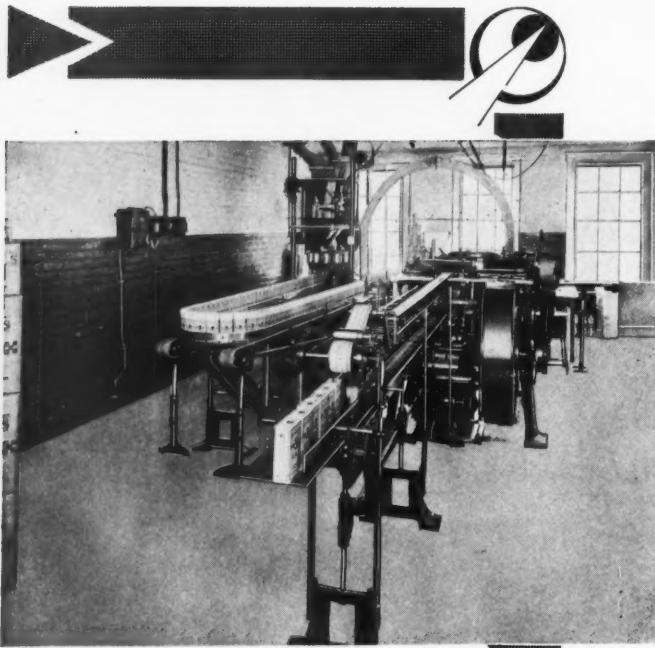
Display Packages, Combination Packages, How to Buy Packages, Size, Shape, and Structure of Packages, Legal Problems of Packaging, Packaging Research, What the Retailer Wants of the Manufacturer's Package, Packages for Re-use, Packages for Exporting, Package Inserts, The Romance of Packaging.

The morning sessions on Wednesday, the 20th, and Thursday, the 21st, will be devoted to a PACKAGING CLINIC in which typical packages will be presented for clinical discussion by a number of package experts and by the registrants.

Don't forget the dates—they're important!

**SPONSORED BY
AMERICAN
MANAGEMENT
ASSOCIATION**

**Consumer Marketing
Division**



Packomatic installation of Net Weight Scales and Bottom and Top Sealer at H. Busch & Co., New York City. A-1 Coffee and A-1 Tea 25 to 30 Packages per minute. This Equipment Saves the Labor of Five People.

PACKOMATIC MACHINERY

Carton Forming Machines
Carton Sealing Machines
Automatic Scales and Fillers
Automatic Lining Machines
Wax Wrapping Machines
Automatic Cartoning Machines
Semi-Automatic Net Weighers
Semi-Automatic Gross Weighers
Container Sealing Machines
Can Labeling Machines
Boxing Machines
Special Machinery, Etc.

Many kinds of products packaged efficiently.

See Our Exhibit at the Exposition of Chemicals, Grand Central Palace, New York, Week of May 4,

and

Mississippi Valley Exposition of Progress, St. Louis, Arena, May 1 to 10th.



PACKOMATIC MACHINERY

*** *delivers a service of* ***

KNOWN VALUE

The widespread and increasing demand of the consumer for smaller portions of product has made it necessary for many manufacturers to place their packaging problems in the hands of Packomatic Engineers.

The scientific adaptability of Packomatic Machinery is of vital importance to hundreds of nationally known manufacturers who have standardized on this high speed packaging and sealing equipment which insures better packages — lower package cost — greater profits!

Write—Wire—or Phone for a Packomatic Engineer. Any time —any place—no obligations.

Write for New Catalog

FERGUSON



NATIONAL

PACKOMATIC

PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

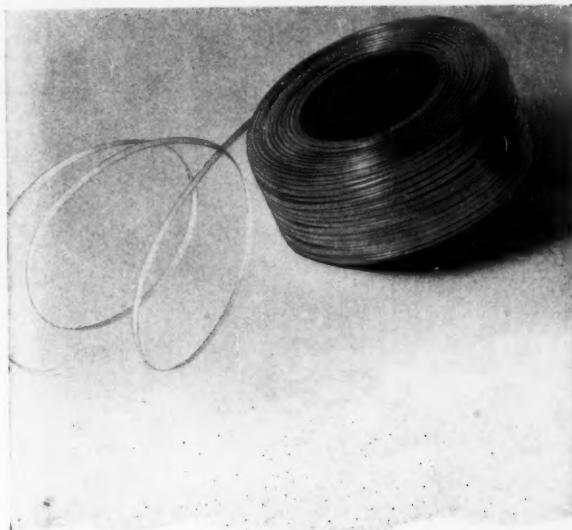
Branch Offices:

NEW YORK

ST. LOUIS

LOS ANGELES

FROM FENCES TO BOXES . . .



Allright — taking a tip from the fence industry whose biggest enemy is rust — we have adopted copper bearing steel for stitching wire for the packaging industry. We have also worked hard on the development of our copper coating, and now offer A New Coppered Wire. We also manufacture Tinned Stitching Wire. Send in the attached card and a sample coil will be sent you, absolutely free of charge.

may be a long cry, yet a development of the fence industry will have vital bearing on one of your box problems.

We have definitely committed ourselves to coppered wire. You have spent a great deal of time and money in an attempt to improve the appearance of your package. We believe that you will agree with us when we say that coppered wire is the one wire whose color will not detract from the appearance of the box.

First Class
Permit No. 8432
Sec. 384½, P L & R
Chicago, Ill.

BUSINESS REPLY CARD
No Postage Stamp Necessary If Mailed In The United States

2c POSTAGE WILL BE PAID BY

WILSON STEEL PRODUCTS CO.
4900 S. WESTERN AVE.
CHICAGO, ILL.



BUY FROM THE MANUFACTURERS AND BE SURE OF LOWEST PRICES

WILSON

STEEL PRODUCTS COMPANY
4900 S. WESTERN AVENUE • CHICAGO, ILLINOIS
GENERAL FACTORY SUPPLIES CO., 27 W. 4th ST., NEW YORK, N. Y.

DEPENDABLE LOW COST LABELING

This O & J Labeler
Has Applied Over
12,000,000 Labels for
Chas. M. Higgins
& Company

*Read What Mr. Tracy Higgins Has
to Say about the Machine*

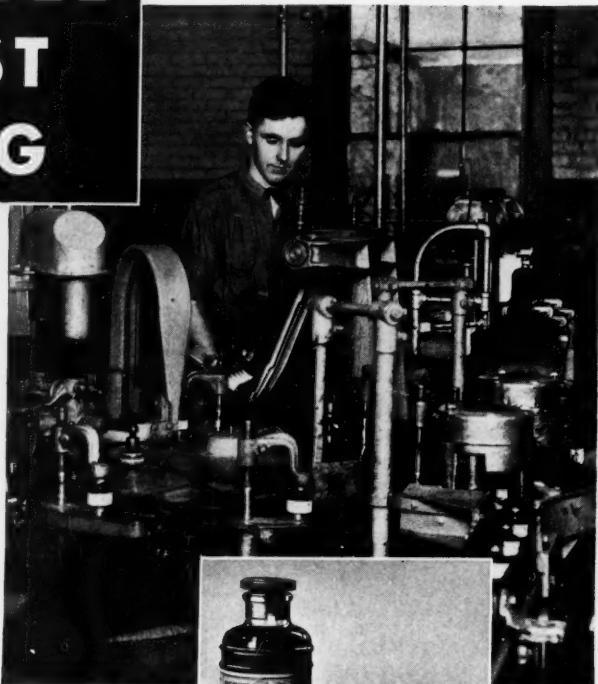
IN a letter recently received from Tracy M. Higgins, president of Chas. M. Higgins & Company, he makes some pertinent remarks about the performance of his O & J Labeler. Here are some excerpts from his letter.

"We purchased our O & J Labeler June 15, 1926 . . . Your equipment has lived up to what you said about it . . . We should judge that over 3,000,000 labels per year have been affixed . . . It is still working very satisfactorily, and will give service for some years to come. The actual expense for upkeep is small . . . There appears to be a downward tendency for maintenance. We are operating only one machine; and this machine without interruption and any serious consequence has been able to take care of labeling all of our small bottles. As you are aware, our labeling job is an extremely difficult one, the labels are long and narrow lapping over on the back."

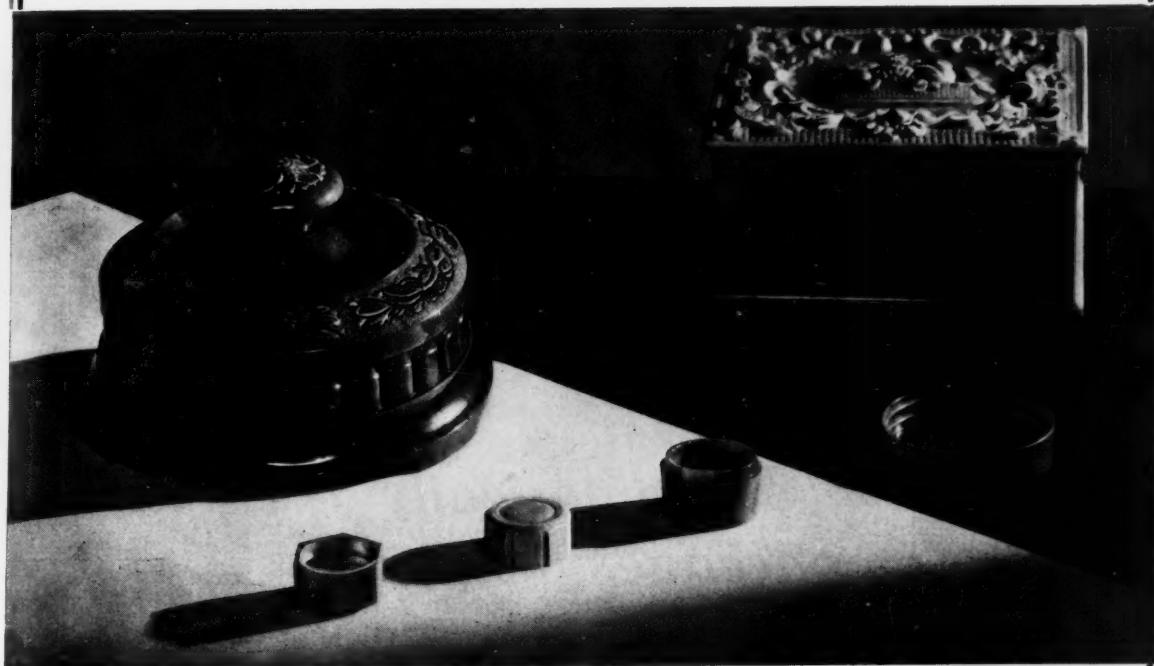
O & J Labelers in hundreds of plants are giving dependable, day in and day out, service, and are cutting labeling costs. One plant saved \$1,390 in one year. If you would like a complete report on this plant and how they did it, write for survey "G." There is no obligation.

**O & J LABELING
MACHINE CO.**
60 Ellsworth Street, Worcester, Mass.

Division of  THE LIQUID CARBONIC CORPORATION



Above: the O & J "Single" labeler in the plant of Chas. M. Higgins & Co. Below: some of the difficult labeling jobs, the labels go around and are lapped on the back.



Make your package **MORE BEAUTIFUL** with

AL LURING
and **DUR**ABLE

• **ALDUR** •

AL LURING
and **DUR**ABLE

THE FINEST
AND THE MOST
VERSATILE
OF ALL PLASTICS

SOLID COLORS
COLOR TINTS
MARBLINGS
MOTTLINGS
STRIATED EFFECTS

LUSTROUS
DULL
TRANSLUCENT
OPAQUE
UNIFORM

"it affords greater scope to COLOR in molding"

Write for information to

TASTELESS
ODORLESS
WARP PROOF
CHEMICALLY INERT

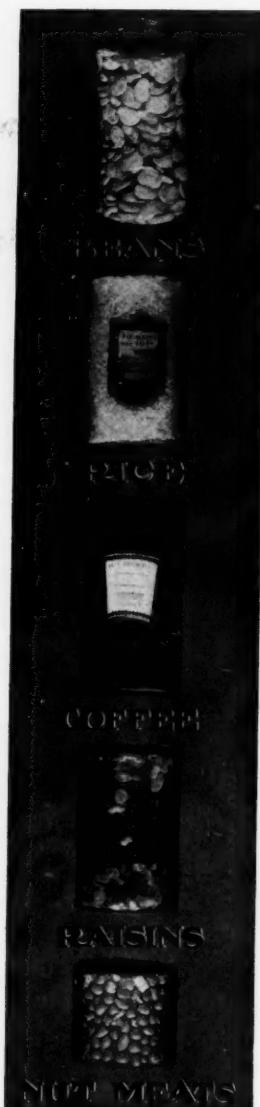
• ALDUR CORPORATION •
40 Flatbush Avenue Extension
BROOKLYN — NEW YORK

NON-INFLAMMABLE
NON-CORROSIVE
WATER PROOF
CHEMICALLY RESISTANT

PETERS

CELLOPHANE PACKAGING MACHINE

*Automatically
packages products
into transparent
containers using
Cellophane, Sylphrap
or other transparent
cellulose papers*



THE trend of the packaging industry toward transparent containers is now facilitated by the introduction of the Peters (Spencer) Automatic Packager. What was once a problem

to manufacturers because of inadequate equipment is now a boon to economical and better packaging because of this labor-saving machine.

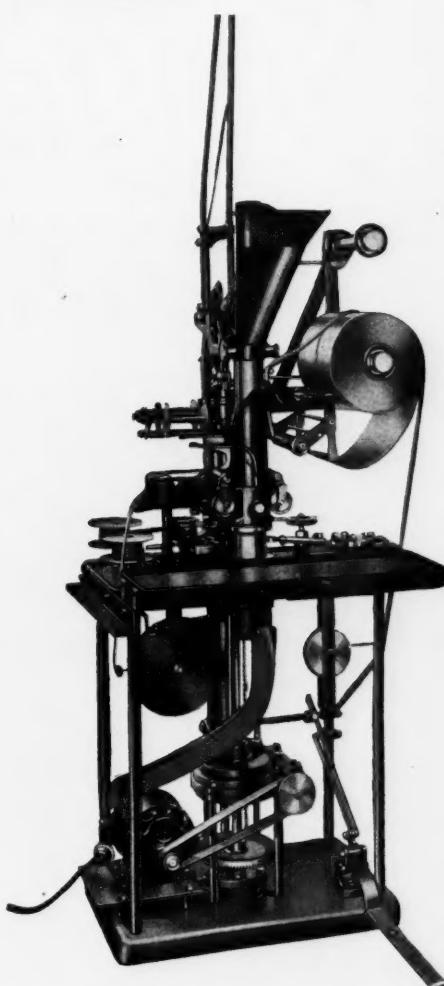
The Peters Packager packages free flowing, bulk or loose products in Cellophane, Sylphrap or other transparent cellulose papers. It takes the paper from the roll, forms a cylindrical package of double or single sheets around the required weight of the product and delivers a continuous stream of completed packages, all airtight and hygienic. Only one operator is required to operate the machine and as many as 9000 packages can be produced in one day.

No machine offers as many economical advantages as does this one. The replacement of crews of hand labor, which was formerly required to make the same package, is enough of a saving to warrant the installation. But there are other savings. Because of no large overlapping of the Cellophane, savings are effected in materials. Then there is the savings in floor space. The Packager only requires 3' x 3' floor space and can be connected to any light socket.

No inner support is required for the package and the contents are in no way affected by the operation of the machine. The package is sealed by a twist with a metal clip affixed. It can also be sealed with a printed paper or Cellophane tape. Inserts, labels, cords or decorative seals may be included in the operation of the machine.

Like all other equipment manufactured by Peters, it is simple in

design but is finished as finely and accurately as modern engineering skill permits. Its mechanical dependability and its efficient operation are its most singular features.



Mr. Otto Y. Schnering, President of the Curtis Candy Company, manufacturers of the famous Baby Ruth Candy and Gum, in writing us regarding the installation of the Spencer Packaging Machine, in addition to expressing his complete satisfaction with the mechanical operation of the machine, further states: "This machine has certainly enabled us to effect a tremendous labor saving in the packaging of our salted peanuts in Cellophane, giving us an attractive package and allowing us to produce a steady volume of packages without interruption."

A simple turn of a wheel and the size of the package is adjusted. The range of sizes are from 1" to 6" in height and 1 $\frac{5}{8}$ " to 2 $\frac{3}{4}$ " in diameter. A change requires but a few minutes. The machine can be synchronized with an automatic weigher, entirely automatic or can be operated by one person.

The machine produces an air-tight container at a lower cost for materials used in the package than any type of finished container using other materials which are erroneously considered less in cost.

An estimate of the cost of your own product packaged on our machine will be promptly furnished upon request and will pleasantly surprise you.



PETERS MACHINERY COMPANY
GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO.U.S.A



**RETAILERS EVERYWHERE
sell more and more**

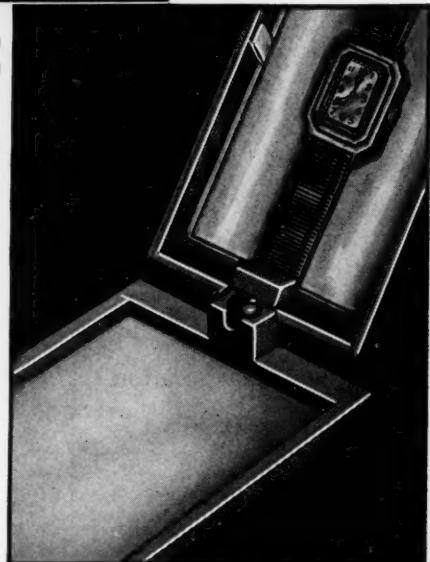



**because of
this package**

Making selling easy is the task of this moulded package. A most striking design, moulded in a bright, colorful and lustrous material, attracts instant attention. A turn of the wrist gives you a displaystand. The customer won't throw this case away—a permanent jewel case is valuable.

A Kurz-Kasch moulded package is a powerful sales argument. Try this argument with your next package and sell more.

© Design, 1931



The KURZ-KASCH COMPANY
— *Moulders of Plastics* —

NEW YORK

32 MODERN PACKAGING

DAYTON, OHIO

CHICAGO



THIS IS GLAZED CHINTZ

A REFRESHINGLY NEW BOX PAPER FROM THE ART AND RESEARCH DEPARTMENTS OF THE HAMPDEN MILLS AT HOLYOKE, MASS. SELDOM, IN THIS HIGHLY COMPETITIVE AGE, DO NOVELTY PAPERS APPEAR THAT ARE SO DIFFERENT FROM ANYTHING THAT HAS GONE BEFORE AS THIS UNUSUAL GLAZED CHINTZ - YES, AND IT CAN BE HAD IN A VELVET EMBOSSED FINISH IF PREFERRED AND IN A WHOLE ARRAY OF NEW COLOR TONES PECULIARLY APPEALING FOR ALL KINDS OF NOVELTY BOXES.

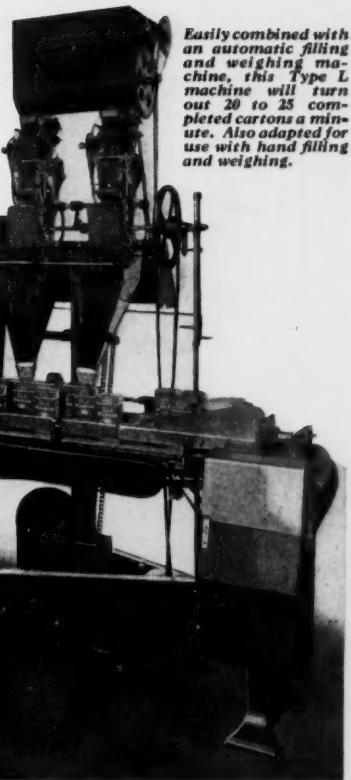
FIFTY YEARS OF UNTIRING EFFORT MAKING NOVELTY PAPERS DISTINCTIVELY DIFFERENT FROM ALL OTHERS BEING OFFERED, GIVES US A BACKGROUND OF KNOWLEDGE TO SERVE YOUR REQUIREMENTS. A REQUEST ON YOUR LETTERHEAD WILL BRING YOU FULL SAMPLE SHEETS OF THIS MOST RECENT CREATION - - GLAZED CHINTZ IN A WIDE VARIETY OF COLORS, NOT ONLY IN A GLAZED BUT ALSO IN A VELVET EMBOSSED FINISH.

HAMPDEN GLAZED PAPER & CARD CO. - Holyoke, Mass.





How Many Girls



Easily combined with an automatic filling and weighing machine, this Type L machine will turn out 20 to 25 completed cartons a minute. Also adapted for use with hand filling and weighing.

Are Sealing, Filling, Sealing — and Drawing Pay In This Picture?

Johnson COMBINATION BOTTOM AND TOP SEALING MACHINE MODEL L

(Shown with Net Weight Scale)

**Send
the
Coupon!**

JOHNSON AUTOMATIC SEALER CO., LTD.

(Subsidiary of Battle Creek Wrapping Machine Co.)

BATTLE CREEK, MICH.

Foreign Representative:

C. S. du Mont, Windsor House, Victoria St., London, England

JOHNSON AUTOMATIC SEALER CO., Ltd. BATTLE CREEK, MICH.

Tell me, please, about this practical Model L Combination Bottom and Top Sealer which seems almost a small packaging department in itself.

You may also have your representative call to explain the details of this and other Johnson "Greater Capacity" Machines.

| Name.....

| Firm.....

| Address.....

| City..... State.....

MP 4-31



THE
OWENS-ILLINOIS GLASS COMPANY
TOLEDO, OHIO

Will Announce

WITHIN THIRTY DAYS



An Entirely New Series

of

D DESIGNS

in

BOTTLES AND JARS



*Of Particular Interest to both
Large and Small Manufacturers*

of

PERFUMES

COSMETICS · PHARMACEUTICALS
& PROPRIETARIES



A MOULDED DISPLAY CONTAINER WILL ALWAYS STAND OUT

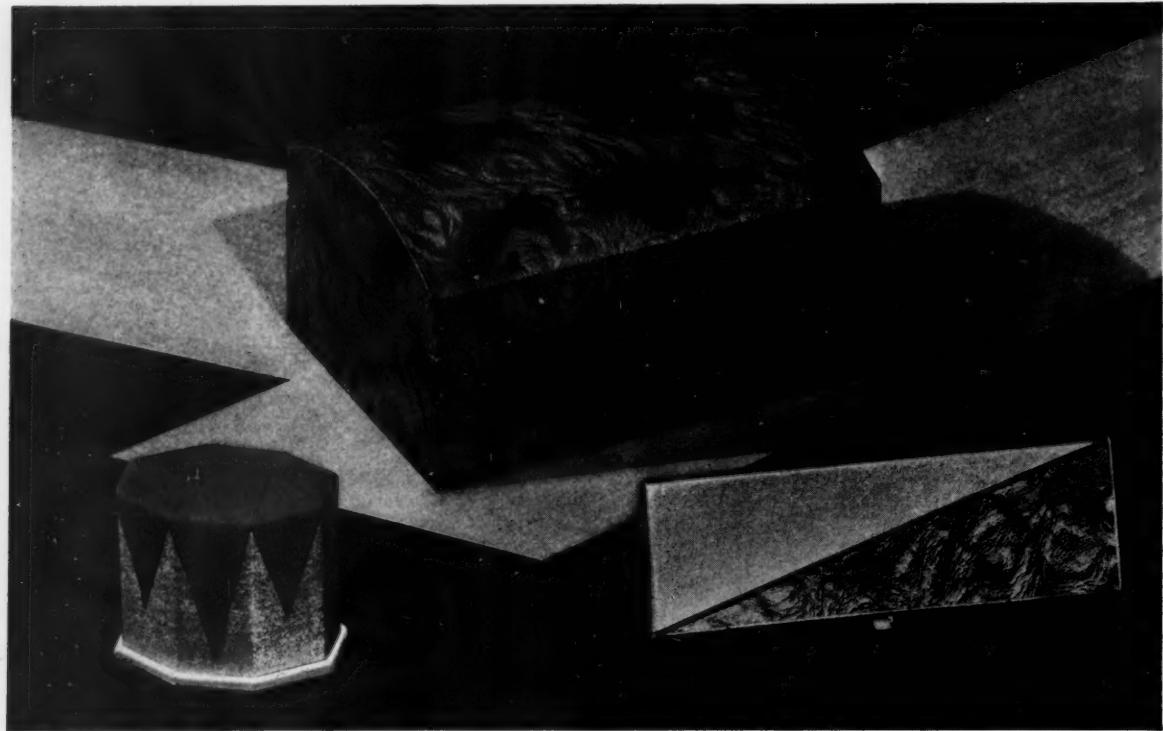
OUT of the maze of products, one product will always stand out—one product will always appear distinctive, one product will always attract the consumer's eye—and that is a product whose container is moulded by Norton Laboratories. Out-of-the-ordinary, colorful, lustrous moulded packages and containers give your product a distinct sales advantage—and the permanency of a moulded case will help sell your product.

Add quality to your selling arguments with a moulded package or display created by Norton. It will give you the necessary advantage over your competitors.

We'll be glad to show you how. Send a sample of your product or write to our designing department.

Norloc
Norton Laboratories, Inc.
LOCKPORT, N. Y.

COVER it with
KERATOL



ÖIÖ

DOUBLE-BARRELLED

ÖIÖ

Sales Appeal

with

KERATOL-COVERED BOXES

The eye that sees and the hand that comes in contact with the alluring texture of colorful, richly embossed Keratol cannot resist a desire to possess the contents of a de luxe box protected and embellished so artfully.

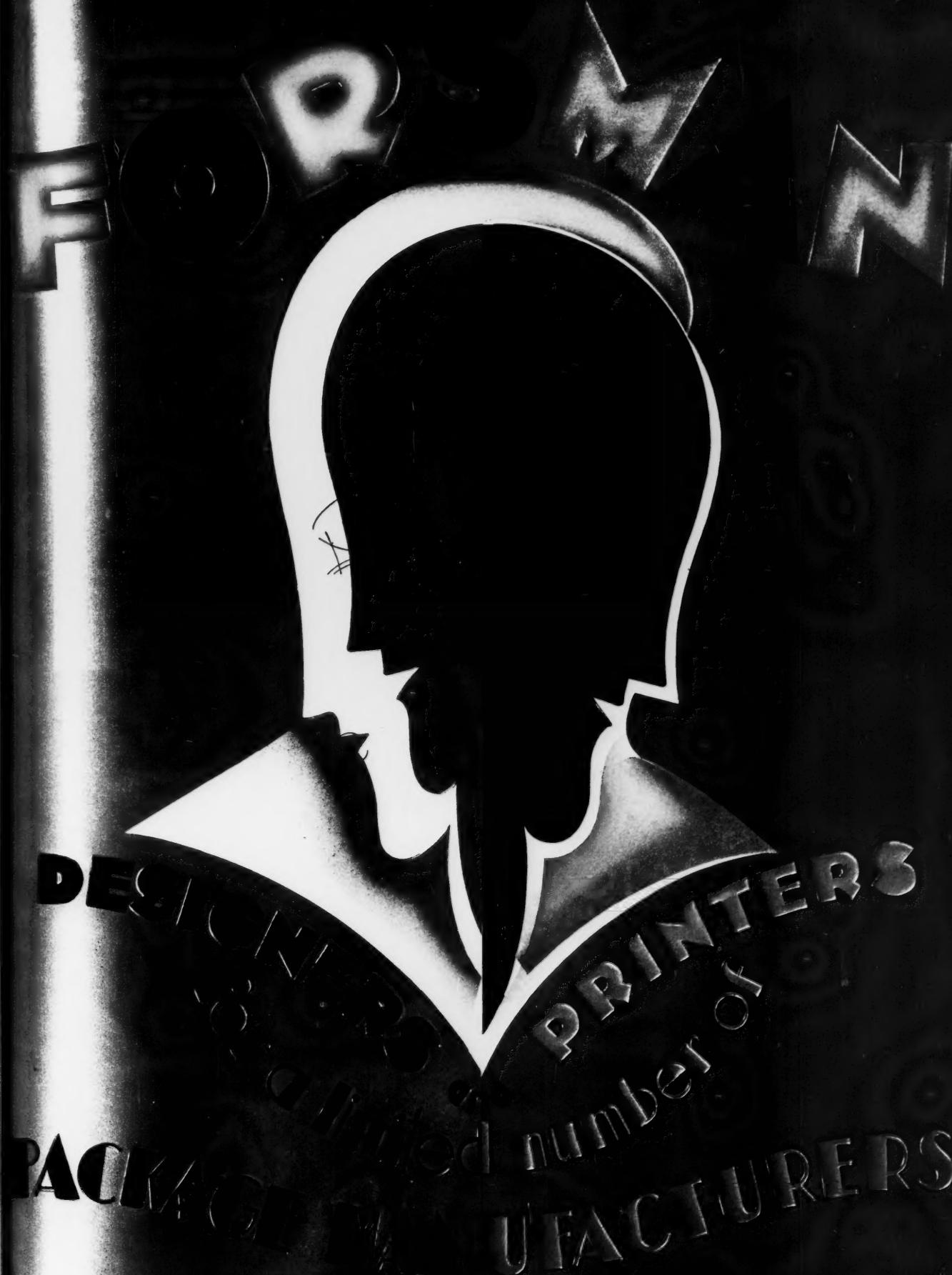
Send a sample container to be covered, gratis, with a suitable style of Keratol.



Keratol is the finest of all cover-stocks and is available at most reasonable prices.

THE KERATOL COMPANY

South and Van Buren Streets
NEWARK, NEW JERSEY



C. H. FORSMAN Co.

MR. BUYER

**Buying cheap box tops does not sell
your merchandise » » An additional
ten dollars per thousand or one cent on
each package, will at least sell your
Product » » Then you have an opportunity
to make a profit, but if you don't sell your
Product, no matter how cheaply you
purchase the box tops, you will find it
impossible to make a profit without sales.**

C. H. FORSMAN CO

318 TO 326 WEST 39TH STREET • NEW YORK

Designers of original ideas to a limited number of package manufacturers

COMPLETE COPY OF THIS 4-PAGE ARTICLE FREE ON REQUEST



This article has been written at the suggestion of the United States Department of Commerce in the belief that the package developed has many advantages over those now used and that many other firms may wish to benefit by the experience

At left—Figure 1—Completed unit package and beside it wrapped bottle with the absorbent material cut away

New Method of Packing Liquids for Shipment in International Mails

WHILE the bulk of the export trade of the United States moves by freight, parcel post has lately found an increasingly important place as an alternate method of shipment for certain classes of merchandise. In the case of Latin America, especially, freight transportation to interior cities is often both slow and expensive, although perfectly satisfactory to the various ports. On this account there has been an increasing pressure put upon exporters in the United States to ship by parcel post, not only those light, non-breakable articles for which parcel post transportation is eminently suited, but also heavier, often breakable articles, especially liquids in glass bottles.

Liquids in glass are of course capable of causing a

By

L. H. WEBSTER
*Export Manager, Smith, Kline & French
Laboratories, Philadelphia*

liquid there must be provided bran, sawdust, or other absorbent material in sufficient quantity to absorb all the liquid contents in the event of breakage."

Also, although these regulations do not specifically require it, the authorities usually suggest that one of the receptacles should be waterproof.

To comply with the above regulations meant an increased packing cost for labor, absorbent material and suitable containers, the weight of the completed package was usually excessive, and, worst of all, if a bottle leaked the liquid spread through all the absorbent material, with the result that every other package in the entire container was usually so soiled as to be unsalable. In case of a breakage, although there was enough absorbent material between the two containers, if the total amount was considered, some of the liquid often leaked out of the corner of the package before the absorbent had a chance to pick it all up. Naturally it was up to the customer to receive a package in this condition to be able to return it.

MAIL COUPON!

MAIL the coupon and we will send you a complete copy of this helpful 4-page article, together with samples of the economical Kimpak recommended for parcel post packing of liquids and breakables. Kimpak is snow-white, light and cushiony as down, and exceeds parcel post requirements for absorbency. Furthermore, it is so beautiful and clean that it adds to the quality impression when your package is opened.

Kimpak
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES
CREPE WADDING

ABSORBS 16 TIMES ITS WEIGHT IN MOISTURE

Kimberly-Clark Corporation, Neenah, Wis. MP-4

Address home office or sales office at
8 S. Michigan Ave., Chicago; 122 E. 42nd St., New York City
Please send me complete article on mail packing and samples of Kimpak.

Name _____

Address _____

Attention _____

Our product is _____

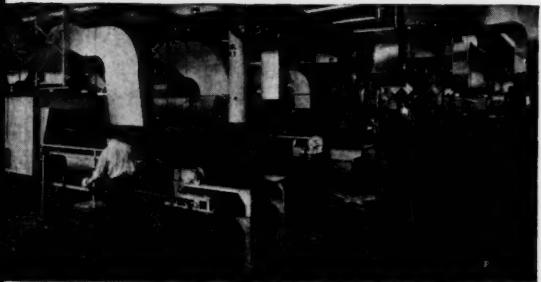
We are sending a sample of our products as now packed.
Please repack with Kimpak and return.



A CONTINENTAL CRAFTSMAN



A typical press room in one of the many Continental Plants



*Cleanliness and careful handling guard the quality of
Continental Lithography.*

CONTINENTAL LITHOGRAPHY

*...increases the sales value
of any well designed can*

HUNDREDS of products everywhere are winning front line display, through the aid of Continental lithographed cans produced by an organization of craftsmen skilled in the art.

Hundreds of thousands of dollars—years of experience—continuous research and experiment—all enter into Continental Lithography so that you may have sparkling, colorful cans faithfully reproducing your designs.

Batteries of modern lithographic equipment are strategically located in Continental plants from Coast to Coast. Master engraving plants, at central points, equipped with most modern apparatus supply all Continental lithograph shops with superior printing plates.

Continental Lithography insures attention value for your cans and helps increase sales.



Continental's "Specialists in Packaging Designs" can offer many suggestions for modernizing your old packages or creating entirely new ones.

CONTINENTAL CAN COMPANY INC.

NEW YORK: 100 E. 42nd St. • CHICAGO: 111 W. Washington St.

SAN FRANCISCO: 155 Montgomery St.

"*It's Better Packed in Tin*"

MODERN PACKAGING

APRIL, 1931

Volume Four
Number Eight

Packaging for the Retailer's Convenience

Included among a list of long-remembered packages is that of the familiar Royal Baking Powder which has held its well-deserved place on store and pantry shelves for more years than most of us remember. A more recent product of the Royal Baking Powder Company—now a part of Standard Brands Incorporated—is Royal Gelatin Dessert which made its original appearance in a carton that unmistakably identified it as a member of the Royal family. The characteristic lettering—white with a black outline—and the deep red background were identical with that on the familiar Royal can. Later, a slight change was made, the prominence of the trade mark "Royal" being reduced somewhat by the substitution of "Quick Setting Gelatin Dessert," in larger letters than "Fruit Flavored Gelatin" on the former package. These two packages may be seen at the left of the accompanying illustration. Each of them carried a designation of the contained flavor but the lettering was small and, under certain circumstances, difficult to read.

The new packages, while retaining the identity of the old, register certain interesting changes that are quite in accord with present-day practice in packaging. In arrangement of color and lettering a greater visibility has been attained; the appearance of the package is brighter and more attractive; the convenience of the retailer, as well as that of the user, in the identification of the various flavors, has been greatly added to.

The lower half of each of the new packages, as may be seen in the illustration, carries the color which identifies its flavor—yellow for lemon, green for lime, etc.—and this is also emphasized by a strip of the same color across the top as well as the bottom of the carton. Further than that, the lettering which appears on the strips as well as on the front panel clearly designates the flavor, so that there can be no question



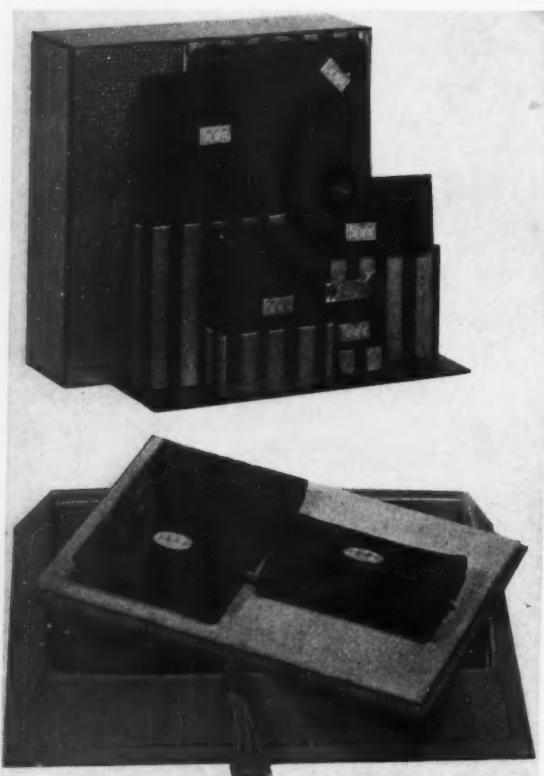
E. H. Rehnquist

in the mind of the dealer as to which of the six flavors he is selecting from the group on his shelf or counter display.

The new cartons are of varnished boxboard so that there is a brightness and snap that was not apparent in the old package, an improvement which has added not a little to the visibility and general attractiveness of the improved containers. The dessert powder is enclosed in a heavy waxed paper bag.

In the lower right corner of the illustration is shown another new package recently placed on the market by this company—Royal Chocolate Pudding. Here the "family" resemblance may also be noted.

Utilizing Packages for the Display of Leather Goods



By Paul S. Rumpel

CONTAINERS IF CONSTRUCTED WITH ORIGINALITY CAN PLAY AN IMPORTANT PART IN THE WINDOW DISPLAYS OF PRODUCTS

Gift sets for men, selected in the leather goods stores throughout the country, have in the past been identified by their satin or sateen lined box and the ostentatious coloring of the paper covering.

When the Van Sicklen Corporation, Elgin, Ill., brought out their line of bill-folds, key cases and other masculine items, they offered their outstanding products in rather unusual displays. The Van Sicklen line, which is nationally known, is featured by the leading department stores and leather shops because of its unique method of marking for the individual owner. The small metallic seals have openings or depressions into which the owner's initials are cemented. Thus the gift or purchase is individualized without the delay or inconvenience, or the expense, of gold-leaf stamping.

The five-piece set shown above in the upright display consists of wallet, bill-fold, key case, cigarette case and lighter. These come in various kinds of leather in a wide assortment of colors, and for the display box, severe silver and black paper is used as the covering. The vertical stripe of the individual boxes accentuates the height of the display and harmonizes with the bur-

lap-embossed silver of the outer cover, which is piped with a lustrous black.

As the cover is of pleasing proportions, it may be used either as a background as illustrated or when placed horizontally, it makes a platform upon which the display is shown to advantage. If set at the rear of a show window, the display may be set on top of the base thus raising it above the goods in the foreground.

A reversible cover is used to display the pieces reproduced in the lower illustration. The taper-sided box is lined with linen-embossed platinum paper, the pad is a silver shade of velveteen and the chenille wire loops match this in color. The outer side of the cover is a deeply embossed French grey cellusuede. This color scheme is employed on the tassel, thus harmonizing with the balance of the display.

As the articles displayed are held firmly under the chenille wire loops, the danger of pilferage is largely overcome. The entire assembly forms a rich-looking background for these goods and the boxes, beside their added merit of quality, enhance the value of the products as gift items.

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Transparency Plus in Packaging

By B. W. Martin

Shellmar Products Company

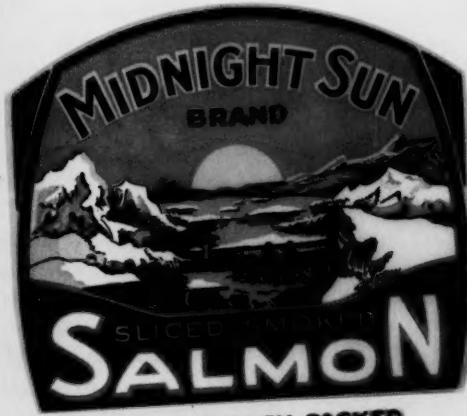
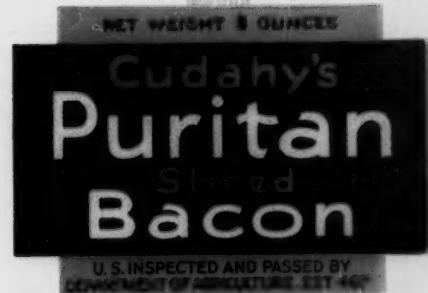
Eighty-five per cent of all sales, according to surveys, are made through appeal to the eye—wherein is restated a merchandising principle as old as Nature. Indeed, Mother Nature herself makes universal application of this theory, as witness her manner of providing "eye-appeal" for the fruits, flowers and vegetables she desires to perpetuate. For uncounted centuries the bazaars of the Orient have been conducted on the same principle, providing leisure for their proprietors and simplifying sales problems. More recently a gentleman by the name of Woolworth built a huge business, largely because he put his merchandise out where it could be seen.

However, the demand for packaging methods providing a high degree of sanitary protection for the product, and full opportunity for the display of trademarks and brand names led to the adoption, early in the twentieth century, of many package forms which, while otherwise satisfactory, completely concealed their contents. Small wonder, then, that there was prompt and widespread grasping of the opportunity for return to first principles afforded by the introduction, several years ago, of transparent cellulose. Once more merchandise of all kinds went on display with its color, form, texture and quality completely visible, obtaining results that were an amazing veri-

fication of the very important value of "eye-appeal."

Almost immediately there came a demand for adequate means of branding or identifying products wrapped in the new material, which were not in themselves susceptible of being marked. No manufacturer would permit his product to go to market as an anonymous entity, and in the case of many food products, regulatory laws made the statement of net weight and point of manufacture imperative. Naturally, the processing of printed designs directly upon the wrapper offered the most logical and efficient answer to this need. But no one then had ever printed on transparent cellulose, and there was no lack of experienced printers to predict that no one ever would.

The nature of our equipment and our experience in printing on semi-transparent materials brought us many requests for wrappers printed on transparent cellulose, and we began working on the development of processes to make it possible for us to handle such requests.



Very early in our experiments it became apparent that we should have to discard all precedents and devise an entirely new technique in letterpress printing. The sensitiveness of the material to variations in temperature and humidity precluded handling it through a printing press in sheets, and even rotary presses, printing from rolls, required extensive alterations.

Other equally serious obstacles developed as our experiments progressed. Every step called for radical departures from standard practices and necessitated innovations such as special drying racks; means of controlling temperature and humidity; special printing inks of a particular body to insure opacity and rapid drying; an entirely new means of makeready to prevent puncturing the cellulose by too much impression and yet provide a full, rich film of ink. Even the engravings and printing plates ordinarily used had to be entirely reconstituted before they came up to the exacting standards of accuracy required. The need of extra skill was particularly necessary on the special moistureproof cellulose.

These difficulties were overcome and we were able to announce the birth of Transparency Plus in Packaging. Looking back to this early stage it is amusing to contrast what were then considered remarkably fine wrappers with today's intricate and colorful creations. Lack of precedents and the fre-

MILK CHOCOLATE COATED



MILK CHOCOLATE COATED

MIN. NET WEIGHT 1½ OZ.
QUEEN ANNE CANDY CO.
HAMMOND—INDIANA

quent desire of customers to reproduce exactly certain parts of their standard package designs often led to disappointing results when the wrappers were finished. To prevent such unfortunate happenings, it was necessary to extend the development of our processes far beyond the original plan.

An entirely new angle of approach to the packaging problems of our customers was taken. Instead of regarding transparent cellulose as merely a wrapping material, and our conversion of it as merely a process of printing, the finished wrappers were considered in the light of their true function as a means of actually selling the merchandise they contain. Careful analysis showed the necessity of incorporating in every wrapper we turned out certain features essential to the achievement of this end. Transparency and protective qualities were inherent in the material.







Proper processing would add the elements of identity, enhance eye appeal through the use of colorful design and a means of tying in the finished package with advertising through the repetition of established trademarks and slogans.

With this in mind the creation of a wrapper for a given product approaches the character of an exact science. The first step involves a study of the size, shape, color and texture of the material to be wrapped. This permits the selection of a tentative set-up for the color scheme, size and shape of the design to be employed. Consideration is next given to those elements which must be incorporated in the design, either because of the wishes of the customer or because of necessity imposed by legal restrictions. This includes such items as the reproduction of trade-marks, slogans, statements of net weight, etc.

These preliminaries disposed of, we next determine the gender of the product and the market for which it is intended, which includes the class of trade to which it is to be sold. In speaking of gender as applied to a product, we refer to such characteristics as imply masculinity or femininity. For example, a design intended to convey the daintiness and fine texture of cleansing tissue to its logical feminine market would completely lose its effectiveness applied to a picnic ham. On the other hand, the type of wrapper which adds sales value to a golf club would carry little appeal if used on a print of butter.

Finally, careful thought is given to the competition which a package must meet from other similar products, and all of the previously determined elements are combined in such a manner as to insure distinctiveness for each wrapper, even though it be placed on display with dozens of

others. This consideration, more than any other, calls for skillful employment of color—and color, after all, makes or mars the success of any printed transparent wrapper. The design as a whole must stand out in sharp contrast to its background, which, of course, is the color of the product. Each element of the design must assume its proper value, and we (*Concluded on page 72*)





E. H. Rehnquist

Making the Package Fit the Smart Perfume

By Mary Michaels

Pages have been written, thousands of dollars have been spent by well-known perfumers in an attempt to foster upon the feminine mind an understanding of the subtle qualities of different varieties of perfumes. Manufacturers have made gallant efforts to educate the fair sex in this direction with but minor success. Greater scope for self-expression, it has been pointed out, is made possible through the use of delightful fragrances expressive of specific occasions or moods.

This educational and, within its confines, also sales building campaign, has not entirely passed over the heads of those to whom it is directed. Women of today go to considerable lengths to choose dainty accessories that will match or blend with every frock. It is not logical that she to whom the vagaries of style are so essential would ignore this appeal whose force dates back many centuries. Those in-

dividuals to whom the allure of perfume has no charm are extremely rare and for the majority who delight in its glamour the pleasure of having different types of perfumes to match different types of frocks is almost irresistible.

It is well known, however, that the possession of a distinct perfume to harmonize with the dance frock, the afternoon gown, the severe tailleur, is not within the reach of all pocketbooks. Faced with this perplexing problem Coty, Inc., has displayed keen ingenuity in the creation of its new package, Diademe Des Parfums, reproduced at the right of the illustration. In this exquisite ensemble the modern woman is offered, at a moderate price, five of the most popular Coty odeurs, each imbued with the spirit of a particular occasion or mood, the total quantity of which is equal to one large bottle of one type of perfume.

The entire package is presented in a delightful and convenient arrangement and is constructed with the same thoughtfulness evident in the Coty manicure set recently offered. A stand, mahogany colored, made of phenol resinoid, forms the base and is designed in two parts along the lines of a turntable arrangement, into which the five odeurs, in half-ounce flacons, fit snugly into depressions. The center of the stand for practical purposes has an elevated compartment which holds the center bottle and forms the pivot of the revolving package. Hence, a turn, and the fragrance Madame requires to express the theme of the occasion and enrich her personality is at her fingertips.

The container for Diademe Des Parfums, octagon-shaped, fittingly harmonizes with the smartness of its contents. Dull gold and

brown, casting an attractive bronze reflection, is the color scheme of the paper covering, the design of which gives the impression of leather. A cut-out partition within the top of the container holds the bottles firmly in place when the package is closed.

And for the wise, perfume loving woman, who wants each drop to yield its store of enchantment without waste, Coty has developed L'Aimant Ensemble, the package shown at the left.

A specially designed closure attachment on the atomizer which incorporates the glass rod applicator usually a part of perfume bottle stoppers permits the atomizer to be screwed right on the stunning cut crystal flacon holding the perfume and the withdrawal of a sufficient quantity for one application.

The L'Aimant Ensemble is specially packed in a very handsome, smart, paper covered container which simulates leather, beautifully lined in satin.



Packaging Quality in Quality Packages

By D. E. A. Charlton

THE W. F. SCHRAFFT & SONS CORP. PLANT AT CHARLESTOWN, MASS., IS IDEALLY CONSTRUCTED FOR COMPLETE PRODUCTION FROM THE RAW PRODUCT TO THE PACKAGED MERCHANDISE.

"One outstanding reason for the success of the Schrafft Corporation lies in the fact that every detail of manufacture, from raw material to finished product, is controlled within the plant. This, together with the scrupulous supervision which is constantly maintained to see that standards are never lowered, gives to Schrafft's products one of the greatest virtues—uniformity. Over and above all there is, as the guiding spirit of this institution, an ideal of quality which is always just ahead of attainment."

The above paragraph appeared in a special rotogravure edition of the *Boston Herald*, published almost two years ago, a short time after the completion of the new plant which now houses the production and administrative activities of the W. F. Schrafft & Sons Corporation in the Charlestown district of Boston, Mass.

In casting about for an introduction to this story of packages and packaging it seems indeed fitting that the foregoing be used because it expresses, in a particularly apt manner, certain principles which, evident in the manufacture of the company's products, are consist-

ently extended to its packaging activities. Seeking, and obtaining, quality in its product, the Schrafft company demands a quality presentation that will stand analysis—one which will give to the consumer a confidence in its goods. This presentation is made by means of packages and packaging materials so that the requirements for these must meet the exacting standards of consistent quality that are found throughout the plant and its operations.

More than two and a half years were required in the building and equipping of the company's present accommodations—the largest candy manufacturing plant in this country. Because of the fact that so many of the operations which properly come under the head of packaging are inseparable from the other manufacturing activities of the company, a brief description of the building, which was constructed according to plans that made adequate provision for present and future production, is of interest.

Of striking appearance and fireproof construction throughout, the new building provides 675,000 sq. ft.



THE QUALITY REPUTATION OF THE SCHRAFFT PRODUCTS ARE GIVEN A REPRESENTATIVE ATMOSPHERE IN THIS ATTRACTIVE AND STATELY SHOWROOM IN THE PLANT AT CHARLESTOWN.

for factory, storage and office purposes. All of the working rooms are supplied with daylight. There are ample wash rooms and other facilities for the comfort and convenience of employees, as well as a completely equipped cafeteria and a restaurant where wholesome food may be obtained at moderate prices. Where required, refrigeration is provided, and a complete system of artificial air conditioning operates in all of the work and storage rooms. Each floor is laid out for the economical handling of designated work and at the same time permits flexibility for future changes and expansion. There are ample receiving and shipping facilities as well as provision for storage of both raw materials and finished goods.

In addition to the belt conveyors provided for the movement of materials, the company makes use of portable bins or shelving to transfer finished stock and filled packages to storage or to the shipping department. These metal bins or shelves are moved by means of lift trucks and provide a neat and convenient method of segregating and transporting the finished goods. In this connection, it may be mentioned that

the adoption of the "bin" system resulted in a saving of over twenty-five thousand dollars the first year of its installation.

The visitor has an excellent opportunity to observe automatic as well as manual methods of packaging confectionery. The wrapping of caramels and of solid chocolate goods, for instance, is all done by machines, as is the subsequent bundling of the individually wrapped pieces. The filling of glass bottles and jars, as well as metal containers, with such confections as mints, hard candies, etc., is either semi-automatic or by hand. Accurate weight—and this practice is followed in all of the packing work—is assured in each package, check scales being provided for the purpose.

There are two main rooms in which Schrafft's chocolates are packed, one given over to so-called "bulk" packing and the other to "box" packing. In the former the chocolates are packed in five-pound units (plain cardboard boxes) for distribution to the "bulk" trade. Here, the several varieties are placed by the packers in layers and are unwrapped, being separated only by paper strips or partitions. The packing tables or



A PART OF THE SCHRAFFT CORPORATION EFFICIENCY AND QUALITY PRESENTATIONS ARE THE WINDOW DISPLAYS OF ITS NEWLY PACKAGED PRODUCTS MAINTAINED AT THE PLANT. THIS WINDOW NEVER LACKS VARIETY SINCE IT IS CHANGED FREQUENTLY.

THE PACKAGING DEPARTMENT AT THE SCHRAFFT PLANT WHERE CHOCOLATES ARE PACKED IN FIVE-POUND UNITS FOR THE BULK TRADE. NOTE THE LIGHT AND OTHER FACILITIES PROVIDED FOR THE CONVENIENCE OF WORKERS.



benches in the "box" packing room provide space for 380 girls who are engaged in filling the boxes of various assortments for the retail trade. These operators place the individual confections in the boxes, together with the necessary linings, partitions and other adjuncts to the attractive packages. Each operator is furnished with a supply of the several varieties of chocolates or bon bons which are to be included in the assortment she is packing and these, together with the required materials for the dressing up of the package, are conveniently placed to expedite the work. As each package is filled and checked weighed, it is placed on a moving belt and conveyed to a common point for collection.

Included as part of the plant is the company's own box factory which is supplied with a complete quota of equipment for manufacturing all of the set-up boxes used. The lithographed wraps used to cover these boxes, as well as some of the other materials assembled in this department are obtained from outside sources. Packaging supplies at the Schrafft plant, incidentally, constitute a formidable list, numbering such items as metal containers, glass bottles and jars, cups and closures, waxed and glassine papers, transparent cellulose,

lace papers, foil papers and wraps, banding paper, paper cups, ribbons, labels, adhesives, etc.

As uniform quality is sought and obtained in the manufactured product at the Schrafft plant, so are the same high standards evident in the design and construction of the packages used to contain the various confections. The boxes and other types of containers, together with their several accessories such as linings, wrappings, labels, inserts, etc., are of excellent quality and expressive of the goodness and value of the included products. Whether the package is one which contains a standard assortment of Schrafft candies or a special selection or a newly developed confection, its appearance is worthy of the product and is the customer's assurance that quality is packaged therein.

Truly "the largest candy manufacturing plant" sets a high standard in its packaging work and accords a complimentary recognition to the importance of the package as a means of helping to create and hold sales for its products. Through the use of consistently outstanding and well-planned packages the Schrafft company wins recognition for its products. Quality in the product itself assures repeat sales.

IN THIS SPACIOUS AND SANITARY WORKROOM, SCHRAFFT CHOCOLATES ARE PACKED IN THE HANDSOME BOXES LATER DISPLAYED ON RETAILERS' COUNTERS. VENTILATORS FOR ARTIFICIAL AIR, AS ILLUSTRATED, RUN THE LENGTH OF THE ROOM.



Editorially Speaking

Mark the Dates on Your Calendar

There is every evidence that the Packaging Conference, Clinic and Exposition which is to be held May 19, 20 and 21 at the Hotel Pennsylvania will be well attended and will add considerable impetus to the cause of better packaging. The program has been thoughtfully planned by those in charge and promises to offer interesting material for constructive discussion.

We take a vicarious pride in this outstanding recognition of the importance of packages and packaging, evidenced by the fact that the meeting has been sponsored and planned by the Consumer Marketing Division of the American Management Association, an organization which includes in its membership a wide group of the foremost industrial concerns in the United States. The activities of the association are guided by the needs of the membership and provide an open forum for the consideration and discussion of economic and business problems.

There have been in the past many gatherings, sponsored by various associations and representing groups of manufacturers or industries, which have offered an opportunity to treat of some phase of packaging. But this is the first instance of this sort in which the entire subject is to receive exclusive attention. It should accomplish a great deal in the direction of producing a better common understanding of the functions and creation of packages among all industries. We believe that this gathering is but the forerunner of many more.

Already a number of representative manufacturers of packaging equipment and materials, as well as those supplying service, have signified their intention of taking space at the exhibition, and such displays will offer the visitor an opportunity to view first hand the progress that has been made in the industry as a whole. The exhibition, together with the papers presented and the discussions following, should appeal to all those interested in packaging as an ideal plan for obtaining constructive information.

It is with no small amount of pleasure that MODERN PACKAGING looks forward to this gathering and the opportunity to greet old friends and new. With pardonable pride, we feel that our part in the progress of packaging has helped toward a better appreciation of improved designs and methods, not only in the dissemination of existing information but in a suggestive direction as well. Such part as we have played has been possible only by reason of the cooperation that we have received from readers and advertisers. So we hope to meet, and greet, a goodly number in booth 28.

We'll be seeing you!

What of the Vestal Bill?

With definite assurances that the Vestal Bill will be reintroduced next December, the proponents of the measure plan a renewed fight to have every group of the industries which desired this legislation included in the Senate amendments. Let it be said that had more support been secured from the packaging industry as a whole and from other manufacturers who need design protection, those active in the passage of the measure would have been able to put up a more convincing argument to have these included.

Whatever extent of success is attained will depend on the support that is given the League for the suppression of Design Piracy in its work. Yet last fall when that body requested that a "design piracy" committee be formed in each industry, similar to the design piracy group in the Silk Association which did such active work for the bill, there was no response. There may be, and no doubt is, sufficient reason for opposition on the part of certain groups within the packaging industry, but we do not believe that the sentiment prevailing elsewhere is in agreement, so that it is manifestly unfair to penalize, so to speak, those who are in sympathy with the expressed contents of the bill. United effort on the part of those who can justifiably gain an advantage through a passage of the measure can accomplish a great deal toward silencing the opposition who, in their efforts to gain their point, have created the impression among the legislators that the entire packaging industry was in agreement as opposing the bill.

Placid acquiescence has no place where legislative matters are to be considered. A measure is either good or bad for those who may be directly affected by it, and while the race is not always to the swift, those who present their argument, undivided and in definite terms, can expect a fair hearing and, oftentimes, success.

How Shall We Designate Color?

We confess quite frankly that we are at times in something of a quandary concerning the exact designation of colors as applied to packages. If it is a question of matching a color (our oculist tells us that we have good vision and that the old optics register color properly) we can, of course, follow the time-honored custom of the housewife who carries a diminutive sample of the pattern or shade she wishes to duplicate, and so arrive at the desired result. But we are forced to admit that a reference to color such as nile green, salmon pink, baby blue, brick red and a host of

others confuses. We have often invited an expression of opinion regarding the designation of a particular shade, and have received a like number of different replies, so that our guess is as good as the next one. But such procedure does not satisfy those who are accustomed to accurate expression of measurements and such details.

As matters stand now, we have a situation in color nomenclature that has been characterized as a "hodge-podge wherein trade catalogs and books on color, in some instances, give different names for the same color and, in other instances, give the same general name for different colors."

True, there are obtainable certain treatises on color standardization and specification and these have been found to be of practical value, such as the studies of Munsell, but their acceptance throughout industry has not been general. No doubt much of the hesitancy on the part of the distributors of colors to encourage a system of color designation has been because of sales considerations. For instance, there has been the urge for style in color which brought about the popular "beige" shade, and then the flair for romance which has been responsible for "Alice" blue, and so on. All of this considered, one may ask if it is feasible and desirable to arrive at an understandable standardization and specification of color and, if so, what is the logical procedure.

Already some steps have been taken to determine the sentiment in this direction. The Bureau of Standards at Washington has devoted some study along similar lines but as yet there has been a lack of a definite standard for the reading of color in the various industries. No doubt with sufficient backing from those interested the Bureau will extend their work to include such.

We will appreciate any expression from our readers on the subject.



Good Products in Good Packages

No doubt many of our readers are familiar with the work

which is being done by the

Good Housekeeping Bureau of Foods, Sanitation and Health. The general plan, as we understand it, consists of the analysis of products to the extent of determining the quality and effectiveness of each. Certain definite tests which assure the safeguarding of the public in their purchases must be complied with before such products may be advertised in that magazine. The latest step in this direction is the inclusion of toilet preparations and cosmetics which represent a group that has increased in number as well as in variety of products probably faster than any other branch of retail merchandise during the last few years.

There can be little argument over the fact that in every group of products are to be found certain brands of injurious or worthless merchandise, so that any

plan which helps to exempt these from purchase by the public is to be commended. Unquestionably, national advertising of the type which stands behind goods endorsed in the manner outlined above has accomplished much in this direction, although there may be little comfort from this source for the small manufacturer who is producing honest merchandise and has not yet reached the stage where he can afford to advertise. With him, it is a question of seeking recognition by direct sales or other means until such time as he can include promotional advertising.

Unfortunately the package has no means of exercising a censorship over the quality of its contained product, at least on its initial purchase. The attractive package, we know, can help to sell any product the first time but will continue to function as a sales impetus only if the initial use of the product is satisfactory to the purchaser. And therein lies the effectiveness of a well-designed and attractive package—the establishment of a trade name that carries quality with it. Therefore good products in good packages are of prime importance to the manufacturer who is seeking wider recognition of his goods and desires to reach the public through advertising.



Simplified Packaging

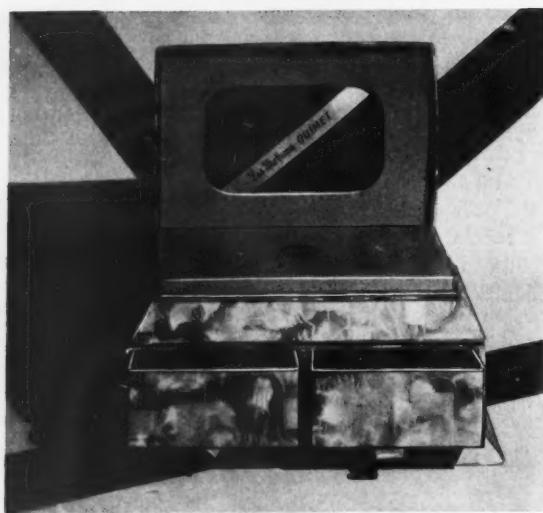
An interesting series of articles relating to private brands have been appearing in *Sales Management*. In one of the recent numbers we were particularly attracted by a statement in reference to the policy of the Lake Charles Rice Milling Company, this relating particularly to packages. This company, analyzing both private and manufacturers' brands, decided that a combination of the two would result in better satisfaction to the consumer, reduce the cost of distribution and obtain more profits for the company and the jobbers. This was accomplished in the following manner: Packing only one quality of rice, milled and processed to give best results in cooking and to contain all possible nutrition; packing in standard sized packages, avoiding odd sizes and additional equipment; employing one standard design of package, wrapped with a uniformly designed label on which the private brands are printed in two colors; placing the company trade mark on the face of every package, the other portion of the package face carrying the jobber's label.

A careful study of this plan may suggest its applicability to the problems of others who are experiencing difficulties in the distribution of their products.

K. G. Sherlin.



Packages in Keeping With



It is evident from the new packages and re-designed packages which are daily being enthusiastically offered, that, whenever possible, manufacturers are giving impetus to the trend of designing cartons and containers in the same general color scheme and design. The use of the term "enthusiastically offered" may possibly occasion dubious queries but it is obviously apparent that another element has entered into the production and merchandising of present-day products. The debut of a new item or a new package is always launched by its sponsor with natural optimism because of his sincere belief in its meritorious qualities for consumer appeal. But whereas, in the cause of packaging to sell, any change in the package was considered simply a necessary evil in the competitive race, it now has assumed an individualistic proportion in that personal pride goes into the production of these creations. This is, by far, the most forward step taken toward the permanency of the successful life of packaged products, and what might be termed the ensembling of packages is one of the first factors in this direction. In these pages are illustrated two examples of this worthy trend. Each of the four remaining illustrations, from different standpoints, bear the stamp of creative pride.

One of the most dainty packaged products on the market is the new deodorant Exo, manufactured by Frederick Stearns & Co., Detroit. In design and colors, the package is refreshing and exceedingly expressive of the product it contains. Skillful use of color, with the exception of the small decorative motif at the bottom, makes the carton and tube so outstanding. Orange and blue is the color scheme with the distinctive lettering in black. Blue is used as the background on the tube and the orange phenol resinoid closure makes a perfect color balance with the orange panel at the bottom. These colors are reversed on the carton.

The Lewis Manufacturing Company, a division of The Kendall Company, Boston, is merchandising its Curity cheesecloth in a new type package. A carton is used instead of the paper wrapper, the design being an exact duplicate of the latter. The advantages claimed by the company for the new package is that the carton displays better and can be opened to show customers the contents, whereas with the conventional paper-wrapped package long used for textiles, the package has to be broken to show the goods. Both types of Curity cheesecloth, the fine weave and open weave, are sold in this new package in five-and ten-yard lengths.

The delightful novelty package shown at the bottom of this page is from the Storfer Laboratories, New York, and is constructed along the lines of a chiffonier or vanity table. The top of the container holds dust-

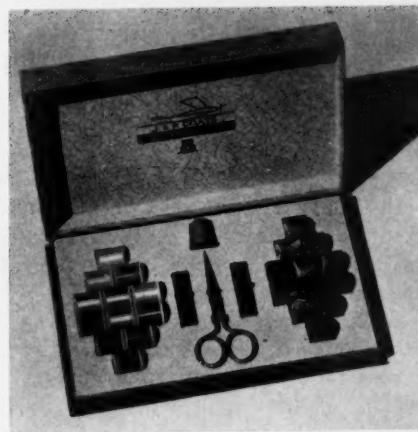
Present Merchandising Trends

ing powder, while the inside of the cover is utilized for the puff which is held firmly within a cut-out partition. The two drawers below contain bath salts wrapped in transparent cellulose. The entire package, which retails at a popular price, is most ingenious and attractive and comes in four fashionable and harmonizing boudoir color schemes. The package shown is covered with pink and silver modernistic paper, lined in pink.

Small size sewing kits for traveling purposes, with each new one offered, are more compact and better looking than any previously shown. The reproduction accompanying this article is the latest J. & P. Coats Travelkit. The entire package, from the container to the outside wrapper, in which this product is merchandised, reflects an atmosphere of good taste and careful thought on the part of the manufacturer. A modernistic silver-colored motif on a green background is the design of the paper covering for the hinged top and an excellent contrast for the black paper-covered base. Embossed beige colored paper is used for the lining and the form holding the contents. This also is utilized for the outer wrapper, on which is printed the trade name, the articles the package contains and, carrying out its name, Travelkit, small drawings of an airplane and automobile. The latter is also employed on the inside cover of the container.

There is little difference in the distribution of color on the carton of Williams' Dental Cream as from that on the tube. Where but two colors, green and variations of purple are used on the latter, for more attention appeal, a liberal use of gold is combined with these on the carton, thereby acquiring the dominant note necessary for its competition with other products of a similar nature. The combining of two widely separated colors, such as green and purple, gives the package a strength and warmth quite unusual and, at the same time, extremely colorful. The closure, made of a phenol resinoid, in a deep lavender, is the final touch which gives the package its obvious completeness. The tube is made by the Bond Manufacturing Company.

It is of interest to note that the basis of present advertising campaigns on Stokely's catsup and chili sauce, products of Stokely Brothers & Co., Inc., Louisville, Ky., is the new packaging of these condiments. The improvement evident in these containers, and at that, a definite improvement, is the factor which the company is stressing. Some mention is made of the quality of the product, but the Stokely company, who designed this package with but one purpose in mind, and depending on its merits for augmenting the list of customers, is devoting its space entirely to the new packaging features. (*Concluded on page 80.*)



Washington Correspondence

An opinion has been handed down by the United States Supreme Court ordering the dismissal of the suit brought by the American Patents Development Corporation and Dry Ice Corporation of America in which it was charged that there was contributory infringement by the Carbice Corporation of America of a patented refrigeration transportation package through the sale of solid carbon dioxide, said to be used as the refrigerant in such packages.

Justice Brandeis, in delivering the opinion of the court, did not pass directly upon the validity of the patent for the transportation package, which is used mainly in the shipment of ice cream, but held that plaintiffs should be denied the relief they asked for.

The use of solid carbon dioxide as a refrigerant in the particular transportation package, according to the opinion, although its cost is about ten times that of water ice, is said to have revolutionized the transportation of ice cream, as in this way, both shipping and handling charges are greatly reduced and the messiness incident to the employment of water ice is eliminated. The patent owner, it was held, could not secure a monopoly on the manufacture and sale of solid carbon dioxide, a material which is unpatentable.

"In the case at bar," Justice Brandeis said, "the plaintiffs neither sell nor license others to sell complete transportation packages. They supply merely one of the several materials entering into the combination; and on that commodity they have not been granted a monopoly. Their attempt to secure one cannot be sanctioned."



According to a statement recently by W. R. M. Wharton, chief of the eastern district of the Food and Drugs Division of the Department of Agriculture, only a small proportion of the 6,000,000 lbs. of confectionery imported into the United States in 1930 failed to meet the requirements of the law. Most of the packages of candy detained last year at eastern ports violated the law merely in the matter of label statements. Most of these labels were changed to meet with requirements of the law, however, and correctly labeled packages were accepted. The few lots that contained prohibited material such as alcohol and unpermitted coal-tar dyes were returned to the country of their origin.

"Manufacturers the world over appreciate the need for care in the production, for discrimination in selection, for sanitation in handling, and for honesty in branding goods bound for the United States," Mr. Wharton said. "They do not wish to incur transportation charges for the return across the sea of goods which food inspectors at American ports have found to be out of line with the requirements of the pure food law."

The Division of Simplified Practice of the Bureau of Standards, Department of Commerce, recently mailed to manufacturers, distributors, and users, and others interested, for their consideration and written acceptance, a summary report of each of the general conferences on folding boxes, set-up boxes, corrugated boxes, and notion and millinery paper bags, all of which are used by department and specialty stores.

The action of the general conference, in adopting these simplification programs, if approved by the industry, will result in reducing the variety of folding boxes from 262 sizes and types to 59; set-up boxes from 1084 to 194; corrugated boxes from 325 to 75, and notion and millinery bags from 188 to 28.

These programs are to be effective one month after the date of the Department's general letter announcing that the necessary degree of support has been recorded through the medium of signed acceptance.

Yardley Re-Packages Guest Size Soap

Yardley's guest size Lavender soap has been repacked in a flat square box with six cakes of soap laid out in two rows of three cakes each. It will be remembered that the former box contained two layers of three cakes each which often gave the mistaken impression that the box contained three cakes only.

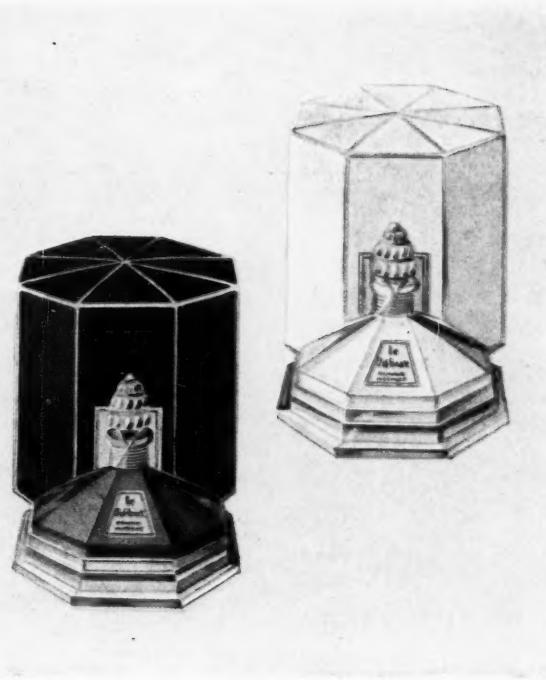
The new box still retains the Yardley picture of Old English lavender vendors in color upon both the cover



THE NEW
YARDLEYSOAP
PACKAGE
MAKES AN
ATTRACTIVE
DISPLAY

and the interior of the lid. Thus the open box upon the counter, as is illustrated, is designed to form an attractive display in itself.

The new presentation because of its unquestionable improvement will greatly stimulate larger unit sales. Coincident with the new packaging, a reduced price policy is in effect. The present package of six cakes of soap is now obtainable at the price of five cakes formerly purchased separately.



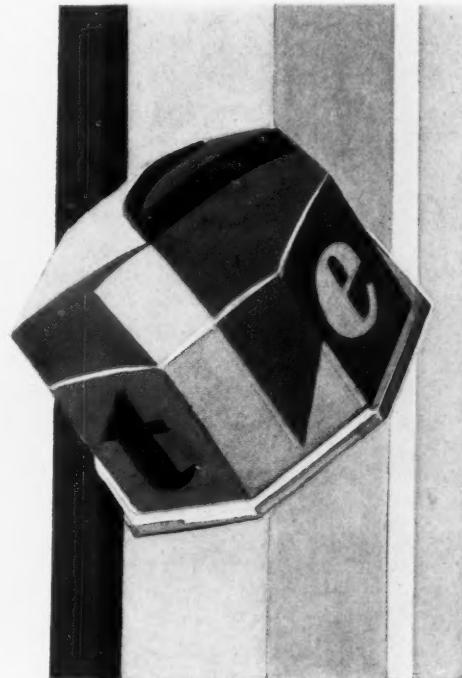
COLOR— the magic wand of package sales

By Ann DiPace

How far-reaching is the influence of color, whether in the pursuit of art, business or social life, is manifest by the dominant power it exerts over the subconscious minds of individuals. Color has meaning, purpose, beauty, and beauty and life we know are inseparable. The same meaning, the same purpose, is not applicable to every color, every hue, yet each has its individual characteristics, each a performing purpose. This purpose for which each hue is created can make, break or mar the object of its employment. This imperialistic power of color is recognized today in all strata of business and social life. To a greater degree will it be recognized a few years hence.

The evolution in merchandising methods, which has assumed such large proportions within recent years, found its inspiration for successful outlet in the pigments of color. Color, fundamentally, being beauty, it strikes at the root of our feelings, our emotions. It conveys in specific instances the various moods, emotions which control our daily life. How appropriately these colors are presented to the buying public in diverse commodities for sale depends on the knowledge, the foresight of the fostering parent. That it is misdirected and its purpose diverted from its proper channel is often too sadly true. Insufficient appreciation of the faithful interpretation of hues has tricked many a sincere exponent of color value in merchandising. The man who would today make of his product a salable thing, a thing of beauty, ap-

propriateness, truth, must in a sense develop the dormant aesthetic sense inherent in all men. Each product, each item manufactured because of its



qualities, its name, its advertising claims, conveys one or more of the emotions portrayed by color.



And here is where the true function of the package is performed through the medium of color. That this medium must be used intelligently is the vital aim at which the designer and producer of the package must direct his efforts. In its conception lies the fruit of potential sales.

Crudity in design of packages and containers has gone the way of all intangible objects. The modern package sets a fast pace, a pace that from necessity demands the utmost skill and artistry for its compelling and forceful completion.

Basically, to create a buying incentive the colorful package must be harmonious in line and color, a perfect relation of all parts. It must communicate an idea, intrinsically elemental in its execution. The telepathic message must be instant, pleasant and permanent, in short a package that will retain the repetitive aura. However unusual in design and construction, the package must breathe an atmosphere of good taste, neatness, smartness, sympathy and simplicity. These qualities never weary, the reaction is spontaneous, their growth is continuous. They are component parts of art and, though in a large degree not always understood, the appeal is unfailing. Generally, no objectionable note in design or color combination must enter in the execution of a package. A false note, an ugly or harsh line will unsell the package by its very discord. Elaboration and ornamentation in package design is a thing of the past.

Color, simplicity, artistic conception will motivate and persuade any individual, man or woman, to buy.

Through the courtesy of Richard Hudnut, perfumers of outstanding merit, we are able to present on these pages some excellent examples of color work on packages. All, without exception, demonstrate the infallibility of keen judgment in their manufacture and design. To more clearly illustrate the specific merits of each package from an artistic and salable angle, it can be so pointed out only by a discussion of each one separately. Primarily, however, the first function these packages perform is the creation of a pleasing first impression, conceded by reliable statistics as nine-tenths of the sale in the making. Secondly, by this very reaction to the artistic package, the impression is subtly conveyed and unconsciously accepted that the product it contains is equal in merit.

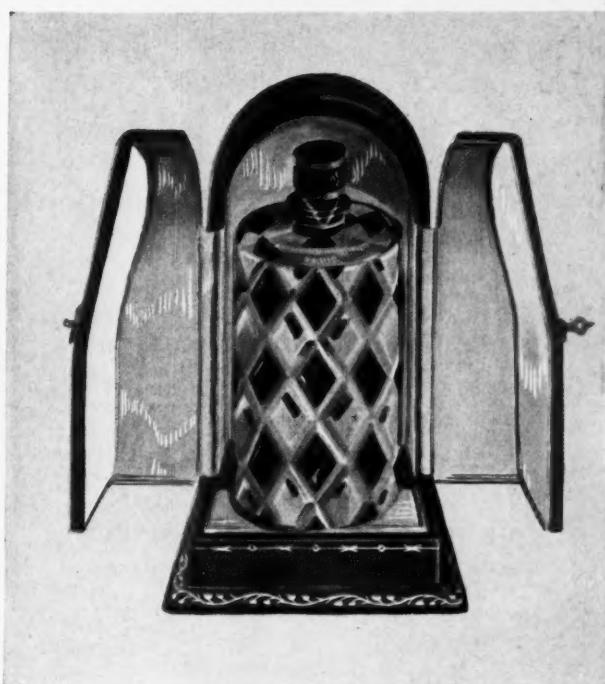
The illustration at upper left of page 53, as with each package reproduced in this article, by its fundamental principles of design, color and construction, conveys and portrays those qualities for which the product was manufactured and labeled. This particular product is "Parfum le Debut," and from the manufacturer's angle must convey to the ultimate purchaser those characteristics of romance, adventure and gaiety that each young girl newly thrust into society expects as her rightful privilege. The package by its very smartness of line, its simplicity of execution, its colors, in blue conveying romance, in white, gaiety, inspires in the mind of the consumer the purpose for which it was intended. Had this color of blue been executed in a shade darker and the white taken on a tinge of cream or grey, how totally different an im-



pression would the perfume have communicated and possibly with what disastrous results! But to the contrary, the package reflects an atmosphere of richness, beauty, allurement and refinement. By these very qualities, it has the ability to sell.

In the illustration at the lower left of page 53, by very appropriateness, by its psychological innuendo, the package performs its creative purpose. The choice of an off-shade of red, in itself warm and exciting, brings the correct touch of softness to an otherwise arousing color. This effective toning down is further emphasized by the purity of white and the coolness of the blue. The design of the package itself, by the avoidance of elaborate motif and in its stead a restricted use of colors and harmony of line, is sufficiently compelling to attract instant and lasting attention of the pleasing type.

No greater dissimilarity could be achieved in the design of a package than that displayed in the illustrations at the upper left of page 54 and upper right of this page. Yet despite this complete difference in construction and appearance, the appeal from the color and merchandising angles is decidedly the same, however aimed at two widely separate types of consumers. Both have snap, dash, luxurious, aloof characteristics—faithful interpretation of names and colors. "Deauville," on page 54, is a perfect expression of the inimitable spirit of that fair foreign city with its piquant frivolity, exquisite modernity and luxurious refinement. A truly harmonious employment of colors—orange, symbolic of lightness and gaiety, and



blue, whose characteristics have been mentioned.

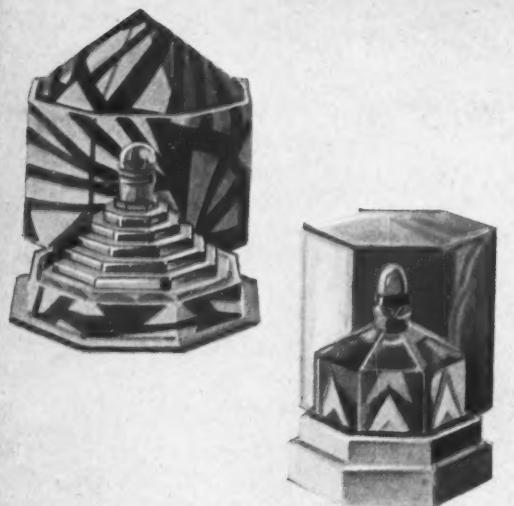
"Parfum la Soiree," on the other hand, because of its light tone of bluish-purple, combines all the characteristics of "Deauville," plus its other symbolic qualities of elegance and spaciousness. That art and fine colors are not limited to the high-priced packaged product alone is most effectively demonstrated in these two items.

The oft-repeated argument in favor of artistic packaging, i.e., when the quality of a product does not warrant a change, the impetus to fresh sales is to be found in a change of package, is given added weight by the two illustrations at the bottom of these pages. Here is a product known to women for a score of years. Successive changes in package continue to make this "Three Flowers" powder a favorite with many. The subtle use of color, appropriate design motif, even in this day of severe, yet simple modern lines, have kept it in the forefront of consumer buying. The package, a riot of subdued colors, superbly blended, conveys and presents the appeal of Nature's delicate fragrances.

This package re-styling argument in favor of old products is applicable also to the lower left illustration on the following page. This dainty, colorful container with its fragile-appearing design, cleverly inspires in color and treatment our conceptions and beliefs of a time when society was not the hectic whirlwind it is today.

Much can be said for the remaining two illustrations along the lines previously mentioned. But in essence, these two packages, one intricately executed, the other simple to the point

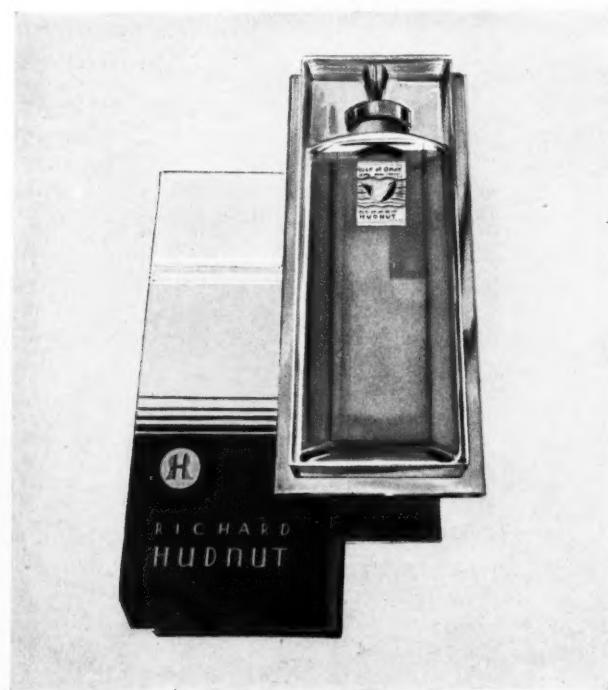




The expressiveness of color is manifest perhaps to a greater degree in toilet requisite packages than in any other group which utilizes packaging as a means of displaying goods for retail distribution. It is for this reason, and because of the fact that excellent examples of color harmony are evident in the accompanying illustrations, that these packages were selected for analysis in this article.

of sophistication, express the distinct spirit of modern times. Their very colors and designs are genuine expressions of the performance of the object. Green, as in the upper illustration, by its lightness of hue denotes the coolness, the adventure, the newness of its spirit. Combined with yellow, these characteristics are intensified. The illustration below, by the use of a subdued shade of red, symbolic of life, strength, aggressiveness and the chic combination of black and white, cries aloud for smart recognition.

Color is so all important we cannot stress too strongly its building factor in the sales of a packaged product. For, illogical as it may sound to many, in nine cases out of ten it is not the product the purchaser remembers, but the package. With the hundreds of products stocked on retailers' shelves,



this human failing is to be expected without reflection on the maker of goods. In fact, no disparagement is intended. Because of the retentive effect of unusual, well-balanced appropriate packages, because the greater majority of people are eye-minded, the package appearance is borne in mind long after the name of the maker or the product has completely escaped us.

Milady and, yes, milord, also, though this is not generally accepted opinion, are exacting individuals. Beauty, truth, appropriateness, all exemplified by color, is demanded. Color intensifies purchasing power and by its use the manufacturer is but serving his best interests. Study the product your package will contain to determine its most potent sales appeal, then create that package which best expresses this in the most artistic and colorful way.



Will Packages Respond to Color Regulations?

By Waldon Fawcett

The urge for color economy and orderly classification is the same that has prompted all the moves in industry for standarization of sizes, simplification of varieties and other regulating measures

Color has been running riot in commerce and industry, and packaging may have to take part in the reckoning. But just when, where, and how remains to be seen. The uncertainty on this score is what is making for some of the most interesting queries or conundrums that confront the packaging world today. It is unthinkable that fashions in the "dress" of goods can wholly escape the influences of systematic and co-operative color control if business really sets out to enforce color regulation and color rotation.

If any packager chooses to set a chip on his shoulder he may ask, with some cause, why the art of packaging should have to bow ever so slightly to any movement to ration color in industry, when packaging on its own virtually started the current trend to color. It is only too true, as our readers know, that color in packages blazed the trail for color in commodities. And, latterly, packaging in color, keeping, in its progress, well in advance of the adoption of color for articles of manufacture, has gone from one extreme of ingenuity and daring to another until it has been said that there is literally nothing that may not be attempted in rainbowing the package for attention and impulse reactions.

Glorying as they do in their color freedom and color license, no far-sighted packagers but must foresee that packaging policies and packaging practice are due to be affected, indirectly if not directly, if all lines of industry fall in on the march toward color regimentation. The question is how far will industry go in this program to set boundaries for colors and color-names. And what, precisely, will be the means adopted to correct the color chaos from which it is claimed competitive industry is suffering? For the moment, the business doctors are agreed that a case of color indigestion exists. But they haven't agreed on the remedy.

If the individual member of the package-using community is to conjecture when, where and how hard,

color regulation and restriction will strike him, he must needs look rather closely to the causes of the rebellion against free-love for color. There are quarters—strongholds of artistic packaging—where the new cult for color compression has not gained so much as a toe-hold. In other environments in trade and industry there is distinct unrest, if nothing more, over the mounting number of hues, shades and tints, and the appalling multiplication of freakish, fantastic and arbitrary names for colors.

Generally speaking, the urge for color economy and orderly classification is the same that has prompted all the moves in industry for standardization of sizes, simplification of varieties, etc. Waste, on the one hand, and confusion on the other hand are penalties, ascribed by those who have been curious enough to investigate, to the orgy of color in which American industry has reveled this past few years. If the only loss or extravagance entailed were that inevitable expense chargeable to frequent changes in color, the criticism might leave many a packager cold to the crusade. Because many shrewd merchandisers of packages hold that the stimulation to sales obtained via frequent changes in the color lay-out of a package is well worth any loss on left-overs, etc. There is not, however, so good a defense for color rampages that are suspected of checking sales when the disorganized colors not only do not match but are not even in harmony. As for the endless procession of short-lived color names, that is capable of doing as much harm as it does good in advertising.

Color printers and package manufacturers, who are casting about for anything that will take them out of the color wilderness, express doubt whether all parties to the use of color can ever be persuaded to accept a set of color standards even if one were evolved under

Government auspices. But even the conservatives cling to the hope that something may be done to relieve the present hodge-podge wherein trade catalogs and books on color, in some instances, give different names for the same color and in other instances give the same general name for different colors. The harried packer may well inquire how he is to persuade the public to "Pick the Pink Package" if no two authorities can agree on what is "pink"?

Packaging circles would be warranted in watching the effort to discipline color and color designations if all there was of contact came via the objectives of economy and a better public understanding of color clues. But there is yet a third aspect which is, from its very novelty, perhaps more interesting for the moment. This last angle involves the approach of the many-sided movement for color reform to the subject of product-color. By product-color is meant, of course, the natural or acquired color of an article of manufacture. No reader need be reminded that this element of inherent color is important in proportion to the ever-increasing number of consumers who recognize and identify a specific product by a familiar and characteristic color.

As color integral in goods has come to play a larger and larger part in advertising and selling, the alert package engineers have sensed the promotional possibilities of an alliance or sympathetic bond between product-color and package-color. Here, then, is reason enough why packagers in the fields affected are due to take very real interest in the respective current moves to induce method and order in product colors. An example of the underlying projects which, in this wise, have significance for packagers is seen in the work of a committee of the American Pharmaceutical Association on colors in medicine and the medicinal arts. How many ramifications this general activity on color may have is well indicated by the fact that the work of the American Pharmaceutical Association is expected to result in the preparation of specifications for colored glass containers for the protection of medicaments.

Not a few executives who are very much interested in color in package dress have seen little or nothing for themselves (even indirectly) in the organized movements for color regulation or color concentration because they have had the impression that all such projects are concerned essentially with "seasonal" colors. "Oh, yes," says the skeptic, "color vogues may mean something to the creator of short-lived package designs in the apparel industries, but not to the packager for the long pull." In other words, there is a widespread impression that all the agencies for concerted color policies in industry are concerning themselves only with agreements to feature selected colors during a given season.

In proof that the color control movement strikes roots far deeper than that, it might be cited that even the Textile Color Card Association, which leads the color coalition in the dress industries, shows staple

shades as well as seasonal shades on its standard color card. Similarly, the Silk Association of America, for all that it has a color coordination committee whose job is to standardize seasonal colors, has likewise entered upon projects that may have more direct reflex on packaging, as, for example, the standardization relating to the color range on sewing silks.

Packagers who are sensitive to trends of all kinds that betoken the formation of mass consumer-opinion will not miss the significance in the fact that many phases of modern color coordination have their inception with consumers. As an illustration, behold what has been done by the International Society of Master Painters and Decorators. This organization has adopted certain standard colors and color folders corresponding thereto. Also, in order to eliminate the differences of opinion regarding colors and shades as designated by name the society has brought into existence a numbering system which makes it possible to designate definitely which color is desired.

Just how can the practical packager, if he be open-minded, get any inspiration, suggestion, or direction from any or all of these organized movements to control color in industry and marshall color acceptance along certain lines? Well, to begin with, the packager who must bow to fashion in "occasional," seasonal, or gift packaging, has a chance today, such as he never had before, to ascertain through the color forecasting agencies what shades and what combinations of color will be the rage some months hence. By the same means, the packager who wants to be "in on" the prevailing color mode may ascertain pretty accurately what are the chances for the continuance of the popularity of a fasionable color which has already had its normal expectancy of life.

For all packagers the various movements designed to sift and select colors afford the first and only dependable means of determining the color leanings of the public at large—more especially the drift of color preferences as shown in the changing taste of the color-responsive populace. The charts and color cards which issue from the headquarters of color-reporting agencies are valuable in a quest for package colors (even for use in a different commodity line) because the color selections approved by the stylists and their coworkers are by no means dictated by blind partisanship. On the contrary, endorsement of a major color is made, usually, only after a careful and painstaking analysis of consumer sentiment and consequently a color that takes a high rating on a score card from an authoritative source may usually be accepted by a package colorist as having a strong call with the public.

Not the least of what the color control movement has to offer packagers is in terms of inspiration or suggestion for packages designed not for the primary lines of color-ordained products but for accessories and supplementary lines. An illustration of what is meant by this sort of color transfusion is afforded just now in a quarter where color control is a new departure. The

field referred to is that of sanitary ware. As our readers know, bath tubs, lavatories, plumbing fixtures, etc., are not the class of products that lend themselves readily to packaging. So there is little occasion to suppose that the selection of green, orchid, ivory, blue, black, and light brown or buff as standard colors will affect the complexion of the wrappings or containers in which this class of vitreous, china and enameled ware travels to market. But, on the other hand, consider the infinite array of minor bathroom appointments, bath accessories and bathroom supplies. Who will say that a knowledge that certain colors are to be found in the set pieces in a bathroom may not prompt packagers of supplementary and related products to get into step, colorwise.

Because there is so much gossip to the contrary, it is worth while for packagers to always bear in mind that whatever the schemes for color regulation which they must watch for reactions, one fact that they can count on is that Uncle Sam will not dictate color favorites. It is quite true that the Department of Commerce is, in the role of advisor or "next friend," trying, upon request, to help along any private movement in industry to unscramble the color mess. Thus, department officials sat in at the recent conference in New York on color in housewares and kitchen equipment. Always, though, Uncle Sam is a helper not an initiator of color reform. In no event will the Department of Commerce go further than to cooperate with affected industries to find a remedy for their color problems. Whatever solution is proposed or adopted must originate entirely with industry. Hence, if any over-zealous color plotter comes to the package manufacturer with a story to the effect that this, that, or the other color is the "official" color, in the sense that it has Federal mandate, the package man may safely laugh off the pretense.

One aspect of the general problem of color in industry which is only beginning to be revealed in its full force is worthy of recognition when planning packages in certain lines. Color participation for repairs and replacements—this is the factor lately to the fore. A moment's reflection will give appreciation that spare parts, replacements, etc., must be made to "fit" in color as in other respects. Here, if you please, is a powerful check, in certain lines, upon all temptation to indulge in more or less rapid color rotation for the sake of sustaining consumer interest. Some experts in color in industry insist that slavish adherence to color in repair parts and accessories is not necessary if the attachments are put out in complimentary or harmonious colors. This theory is yet to be proved.

Forward-thinking executives in packaging circles who are wont to conjecture the ultimate consequences, for them, of the color invasion cannot but ponder what will be the effect upon re-use and after-use containers. Here is a contingency that is of interest in proportion as more and more marketers undertake to invest their packages with "premium" value by means of convertible features, added "utility" values, etc. As our

readers know, the popular surge to color has been most pronounced in kitchens and bathrooms. That, as luck has it, is precisely the scene of the secondary use of many of the double-purpose containers—as for example, the cake and cracker tins convertible into bread boxes, sugar and salt receptacles, etc. Therefore, Mr. Packager, meet the question of the attitude of a housewife steeped in a pet color scheme for her kitchen, toward permanent package forms that either "match" or "fight" the cherished color atmosphere.

Lost sight of by manufacturers and packers alike, in the first wild enthusiasm for color is an economic consideration that, in this soberer day, is pressing forward as one of the prime incentives to color restraint. Solicitude for inventories; that is the joker which is belatedly functioning as a color curb. Manufacturers are awakening to the fact that a full line of colors, with only a fraction of the numbers qualifying as best sellers, ties up capital in both equipment and stock; necessitates large storage facilities and complicates some of the problems of distribution. Color diversity, beyond the warrant of consumer demand, likewise burdens the inventories of merchants, as is coming to be recognized by distributors at both wholesale and retail levels. So, all in all, it seems pretty definitely indicated that overfed industry, for all its delight in the stimulating dish, is going permanently to a color diet. The consequences to the cause of packaging may be unpredictable as to their nature but are inescapable as one of the mortgages on the future.

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Tentative Federal standards for canned cherries, tomatoes and apricots, under the terms of the McNary-Mapes amendment to the Food and Drugs Act, have recently been made public. It has been announced that hearings would be conducted in Washington and San Francisco not later than April 15, at which the trade would be given an opportunity to express its opinion on the proposed standards.

The color standard for tomatoes, it was stated, has not yet been worked out. The text of the statement follows: "The work on formulation of tentative standards of canned apricots, cherries and tomatoes has progressed so far that we think we can hold hearings by April 15. Our purpose is to hold such hearings both in Washington and San Francisco. It is felt that by issuing these tentative standards considerably in advance of the date of the actual hearing, an opportunity will be given interested parties to consider the proposals. The tentative standards need no explanation other than to point out that the standard for tomatoes is incomplete in that the color requirement has not yet been stated. The requirements for labeling products that fail to meet the standards are identical with those announced in connection with standards for canned peaches, pears and peas, issued February 16, 1931. Following the hearings the standards will be put in final form and promulgated in a formal way, to become effective 90 days from such promulgation."

Package Conference Announces Program

Reservations which have thus far been made for display space at the Packaging Exposition to be held at the Hotel Pennsylvania, New York City, May 19, 20 and 21, under the auspices of the American Management Association, are as follows: Benjamin C. Betner Company; Better Packages, Inc.; Breskin & Charlton Publishing Corporation; Brown & Bailey Company; The Container Company; du Pont Cellophane Company, Inc.; Einson-Freeman Company, Inc.; Robert Gair Company; The Gerrard Company; Kalamazoo Vegetable Parchment Company; National Folding Box Company; National Metal Edge Box Company; Lowe Paper Company; Package Design Corporation; Package Machinery Company; Sealright Company, Inc.; Shoup-Owens, Inc.; Union Bag & Paper Corporation; Sylvania Industrial Corporation; Stokes & Smith Company. Many other companies have signified their intention of engaging space, and the indications are that the displays shown will cover a complete line of materials, equipment and services that are available to the manufacturer who uses packages as a means of creating sales for his product.

The Packaging Conference and Clinic will be held, during morning and afternoon sessions, on May 19, 20 and 21 in the Salle Moderne of the Hotel Pennsylvania. The program is as follows, all sessions being held on Daylight Saving Time:

TUESDAY, MAY 19.

9.00 A.M. Registration.

10.00 A.M. Morning Session: George D. Olds, general sales manager, Hills Brothers Co., presiding. "When, Why and How to Package," by C. B. Larrabee, associate editor, *Printers' Ink*. Discussion by W. G. Werner, assistant advertising manager, Procter & Gamble Co.

11.00 A.M. "Restyling the Old Package," by Ben Nash, product development engineer and merchandising counselor.

2.30 P.M. Afternoon Session: August Richard, president, Spool Cotton Co., presiding. "The Family of Packages," by Arthur S. Ogle, assistant marketing director, Bauer & Black Division, The Kendall Co.

3.30 P.M. "The Open Display Method of Retailing Goods and Its Effect upon Packaging," by Johnson Rogers, vice-president, Topics Publishing Co.

WEDNESDAY, MAY 20.

10.00 A.M. Morning Session: Irwin D. Wolf, secretary, Kaufmann Department Stores, Inc., presiding. This session will be devoted to a package clinic in which typical packages will be presented for discussion.

2.30 P.M. Afternoon Session: T. H. Young, manager, footwear advertising, United States Rubber Co., presiding. "Color and Design in Packaging," by Arthur S. Allen, color engineer.

3.30 P.M. "The Materials of Packaging," by D. E. A. Charlton, editor, MODERN PACKAGING.

THURSDAY, MAY 21.

10.00 A.M. to 12.30 P.M. Packaging Clinic—a continuation of the discussion held the previous morning.

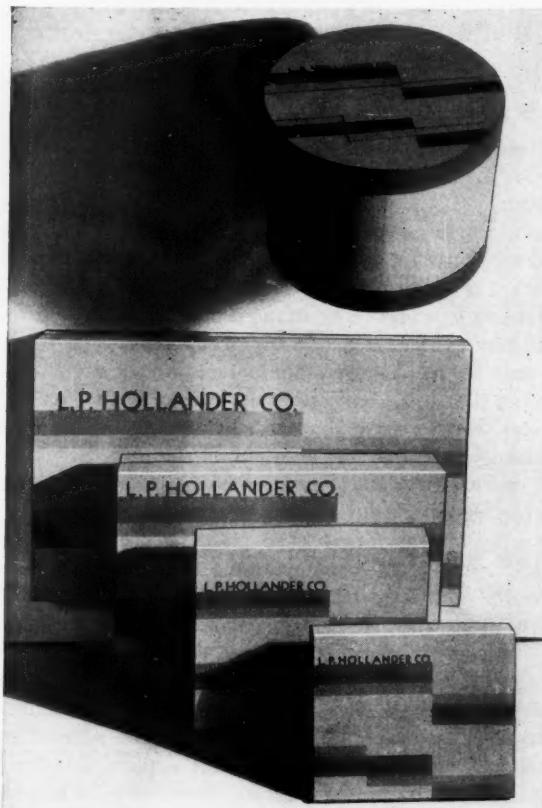
2.30 P.M. Afternoon Session: F. S. Blanchard, merchandising manager, Pacific Mills, presiding. "What the Retailer Wants of the Manufacturer's Package," by Howard Otten, merchandise counselor, R. H. Macy & Co., Inc.

3.30 P.M. "Packages for Exporting," by Ernest B. Filsinger, president, Ernest B. Filsinger & Co., foreign sales and merchandising counselors.

Boxes Match Interior Architecture

To match the plan of interior decoration in its store, L. P. Hollander Company of New York has adopted a box cover design of unusual attractiveness. Five sizes of these boxes are shown in the accompanying illustration and range from the large suit box, $25\frac{1}{4}$ in. x $15\frac{1}{4}$ in. x $3\frac{1}{4}$ in., to the smallest size, $10\frac{1}{4}$ in. x $8\frac{1}{4}$ in. x 1 in. The hat box shown is $12\frac{1}{4}$ in. in diameter and 9 in. high. The entire group consists of 30 different sizes.

The design, which is faithfully duplicated in each size, is formed by bands of color arranged as shown



across the long dimension of the box. The base color or box cover stock is a flesh pink or light salmon, and the bands are formed by intensified shades of this color, grading up to a brick red. The outline lettering, in black and of modern design, completes the pleasing and dignified effect.

The boxes are manufactured by Gerbereux, Dufft & Kinder of New York. The design was created by Eleanor Le Maire, interior architect.

REPLENISHING THE MOTORIST WITH OIL FROM GLASS FILLED BOTTLES RESULTS IN MANY ADVANTAGES TO BOTH CONSUMERS AND DEALERS. CLEANLINESS AND ECONOMY CONTRIBUTE TO THE GREATER SATISFACTION EFFECTED



Oil Men Adopt Packaging Idea

By Emory C. Woodward

Whenever someone develops a new and better way of doing something, Mr. Buying Public opens his eyes in surprise and says, "Well, isn't that nice! Why didn't I ever think of that before?"

Few people realized the wastefulness and crudity of motor oil distributing methods until the day when filling stations began to offer motor oils in attractive, clean, sealed bottles. Then, quite suddenly, the buying public awoke to the fact that the old methods which it had accepted so complacently for many years were all wrong. Not only were they wrong from the customer's standpoint, but from the standpoints of the oil distributing company and the filling station operator as well.

Let us compare the old methods with the new.

Motor oils had always been sold to the filling station in drums before the Holcomb Oil Co., Pure Oil Co., Unique Oil Co., Colonial-Beacon Oil Co., Eagle

Oil & Supply Co., Regal Oil Co., Shell Petroleum Corp. and others adopted the glass container. There were two types of drums: a light, non-returnable type, and a heavy type which the oil companies took back and refilled when empty.

For each grade of oil handled by the filling station, the oil company had to loan the station a drum pump costing approximately ten dollars. This cost was written off after two years.

A charge of about four cents per gallon was made for the use of the returnable type drums which had to be cleaned—a difficult task—and often repaired before being sent out again. The non-returnable type was also charged for at about two dollars per drum.

The filling station operator could buy not less than a full drum of any grade of oil. Usually this meant that he had to buy at least four drums in order to stock a full line



ONE OF THE AUTOMATIC MACHINES WHICH WASHES AND DRAINS EMPTY MOTOR OIL BOTTLES

of the various grades. The drums were not only dirt catchers, hard to handle and unsightly, but they offered the station operator no protection from dishonest employees and the motorist could never be positive that he was getting the kind of oil he ordered.

Surveys made actually showed that, in an appallingly large percentage of cases, the motorist did not get what he ordered. It was not uncommon for the unscrupulous filling station to put used and broken-down oil into the motorist's car and to charge him the full price of new oil. Furthermore, the battered measure from which the oil was poured into the crank case seldom delivered the full amount and had the added disadvantage of dripping on to the motor in the process.

Whenever the station operator returned an empty drum, he wasted about a gallon of oil which still adhered to the sides of the container. That gallon many times represented the filling station's only hope of coming out even on a slim margin of profit.

Now let us see how the new method works.

First of all, the new package acts as an excellent advertising medium for both the oil company and the filling station. The tall, attractive bottles allow the light to shine through the oil so that the customer may see that it is clean. The fool-proof cap, marked with the grade of oil, guarantees that substitution has not taken place and the difference between good oil and inferior, lower priced grades is evident even to the inexperienced observer.

As a result, filling station attendants state, the new method is resulting in greater sales of more expensive lubricants and is consequently increasing the profits of both the station and the oil company.

From the standpoint of the filling station, the advantages are great. It is possible to carry a much more diversified stock with comparatively little investment, due to the fact that the operator may buy as many quarts of each grade as he wishes. The station is easier to keep clean and inviting, and dishonest employees cannot make sales without it being apparent to the manager that they have done so.

As the plan is operated now, the oil costs the station no more than it did in drums and, when the method has been in operation longer, it is probable that oil will cost even less in glass containers.

Deliveries are usually made twice a week—an advantage to both the station and the supplying company. After the first original delivery, sales to the

station are for cash. This relieves the company of book-keeping expense and safeguards against bad credit risks.

One of the savings effected by the oil company lies in the elimination of the drum pumps which it formerly supplied the dealer. This amounts to about forty dollars per station served. The glass bottles have been standardized by glass manufacturers so that their cost is low. Breakage amounts to only one per cent or less and those who are using them estimate that they pay for themselves in fifteen trips.

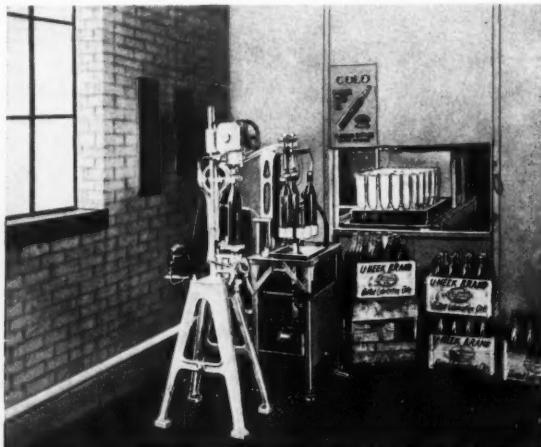
The operations necessary for washing the bottles and filling and capping them can be handled on standardized machinery and it is said that one or two operators can handle the work of an average distributing center in a satisfactory manner. The bottles are drained, washed automatically with two rinses of kerosene and then drained again over a pan. Another machine fills the containers to uniform height so that they will contain enough more than one quart to pour out full measure, regardless of the small amount that is bound to adhere to the inner surface. This, by the way, is another feature which is appealing to the motorist. A third machine applies crowns or caps to the tops and the bottles are placed in convenient racks or cases for distribution.

When the motorist drives in for oil, the attendant shows him a carrying rack filled with glass containers for his selection. He then removes the cap, which is destroyed in opening, and pours the oil into the crank case.

Small wonder that the buyer of motor oils is pleased. It is not likely that he will go back to the old-fashioned filling station where the attendant dives into the recesses of the station building and returns with a dirty, dripping measure filled with altogether doubtful oil.

Those companies which have turned to this new method of packaging are enthusiastic about the results obtained from it. They are unanimous in saying that they would under no circumstances return to dispensing from drums. More firms are investigating the field at present and laying plans for changing their present marketing plans.

Here is just one more example of how versatile the modern packaging idea is in its application. It shows in a most conclusive manner that the possibilities for improved marketing methods by the adoption of more convenient containers are almost limitless and extend to practically every type of product.



EMPTY BOTTLES, SHOWN AT UPPER RIGHT, ARE PLACED ON DRAIN BOARD AT NIGHT, THEN FEED TO AUTOMATIC FILLING MACHINE SHOWN IN THE CENTER, WHICH FILLS TWO BOTTLES AT ONCE. AT LEFT, AUTOMATIC CAPPER

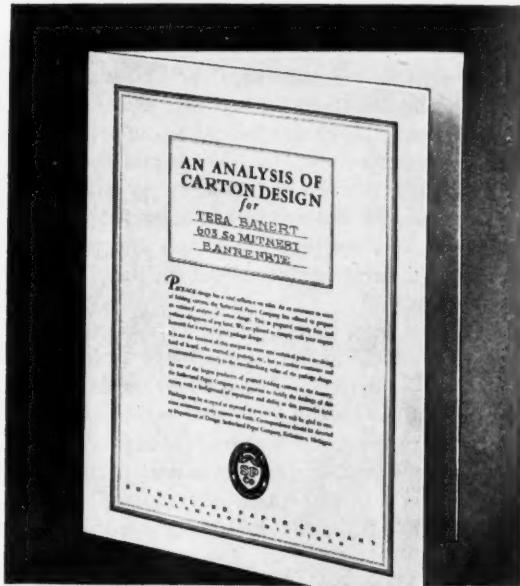
An Analysis of Your Carton Design

IN keeping with the current consciousness of sales value in package design, the Sutherland Paper Company has arranged to prepare an analysis of carton design for interested manufacturers.

An outside viewpoint can often prove a valuable aid toward confirming or improving one's merchandising methods. Especially so if the viewpoint is based on experienced judgment.

No obligation of any kind attends this offer. Merely send a sample of your carton (or series of cartons) and we will be glad to prepare a survey of such points as color appeal, art treatment, typography, association with contents, and six other important elements that enter into package design.

Sutherland has been associated with merchandising trends and problems in the folding carton field for many years. Hundreds of well-known cartons saw the first light



of day in the designing department of the Sutherland Paper Company.

If ever we have reached a period in business when every step in the selling process deserves close scrutiny—it is right now. We will be glad to lend whatever experience and ability we have toward helping manufacturers improve the advertising and sales power of their carton design. Address Department of Design.

**Sutherland
PAPER COMPANY**
manufacturers of printed folding cartons
Kalamazoo, Michigan

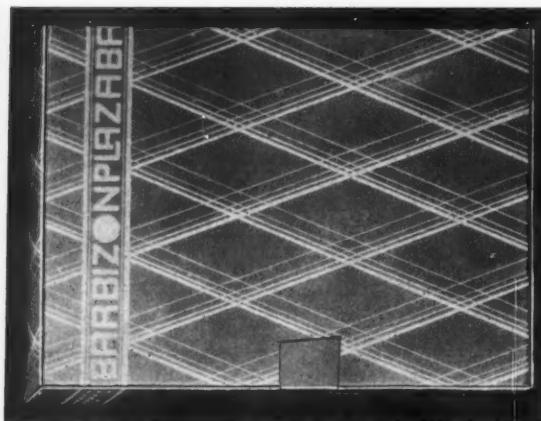
Your Breakfast—Boxed

At the Barbizon-Plaza, 101 West 58th St., New York City, one senses the spirit of modernism. One learns from a recent advertisement, "Those discriminating men and women who reside at the Barbizon-Plaza enjoy the cleanly freshness that only a new hotel can have—a hotel delightfully modern in every detail of furnishing and appointment. They live close to the very heart of things, convenient as they are to the city's shops, theatres and skyscrapers, yet from their windows they have an inspiring view of Central Park.

"When they arise in the morning, their Continental Breakfast is waiting for them—everything piping hot in a sealed container. No charge, no tip, no delay."

There are other attractions, too, which add to the enjoyment and distinctiveness of this hostelry, but the foregoing paragraph, for the moment, sidetracks those who are on the lookout for that which is new in packages. There is an interesting story about the Barbizon-Plaza breakfast box.

Each box, placed in a special recess in the guest's door, contains the following: a thermos bottle of coffee (more than a cup); one pitcher (glass bottle) of cream; one pitcher of jam (orange marmalade, raspberry or strawberry jam); two rolls; three pieces of sugar; one paper napkin and a pat of butter. Each item occupies its own space in the box; the bottles of cream and jam (provided with standard paper tops) are set in a special die-cut form that keeps them in place; the sugar of course is wrapped; the butter, wax-wrapped, is in a small folded carton, and the rolls are enclosed in a sheet of waxed paper. Cup, saucer, spoon, plate and knife



are provided, these being placed in the room as permanent equipment. The box is a single piece folded carton—shown in the illustration—and carries a diagonal design in white lines on a pale blue background. When filled the box is sealed with a gummed paper strip.

It is of interest to know that, actually, thirty-four separate operations are required to complete the filling of the box ready for delivery. Fourteen girls pack and deliver 600 of these breakfasts in one hour. The boxes are manufactured by Brooks & Porter, Inc.

Krank Cosmetics in New Dress

Commemorating its fortieth anniversary, the A. J. Krank Company, St. Paul, has completely redesigned the packaging of its well-known line of cosmetics. The new series represents a real achievement in package modernization. The new smart bottles, flacons, boxes and jars reflect a most consistent standardization of appearance and a high regard for utilitarian and attention-arousing values. In every detail, their geometric



shapes, striking color contrasts and charming simplicity, they embody refinement befitting milady's dressing table.

The color scheme throughout is silver and blue. Lotions are in bottles and flacons of straight line, crystal clear glass surmounted by dodecagon Durez caps. The clear glass emphasizes the clarity of the liquids and serves as a faithful transparency for the delicate tints of the lotions. Creams come in jars of pure opal, with embossed silver tops. As the above reproduction of a few of the Krank cosmetics illustrates, a silhouette profile of a girlish face, rendered in the simple angular style of early Egyptian art motifs, serves as the new trade mark of Krank toiletries. Though ultra modern and sophisticated in technique, it is not extreme. It is printed in royal blue on a field of silver foil.

Cartons of harmonizing designs also in silver and blue complete the restyling of this old established line.

Several new additions have been added to the Krank assortment of toiletries and the new line should create an immediate favorable reception because of its greater merchandising possibilities.



Walter F. Daley, formerly manager of distribution, Radio Corporation of America, and special contract representative of engineering products division of the R. C. A.-Victor Co., Inc., has joined the engineering research department of Robert Gair Company, where he will assist in research work on paper products.

No More Clips !



Clips on tubes will soon be a thing of the past—all the troubles and expense of this unsatisfactory closure are no longer necessary.

The Kiefer Clipless Closure (patented) gives you a tightly closed, handsomely finished tube without a clip.

The new Kiefer Tube Filler and Closer is the product of six years' study and experimenting to eliminate troubles of tube filling and closing. It has been accomplished in a masterpiece of mechanical perfection.

This machine has not been offered to the trade until four machines were in daily use, giving 100% satisfaction and demonstrating the great advantages and mechanical superiority of this machine. Users of the machine are enthusiastic over this invention.

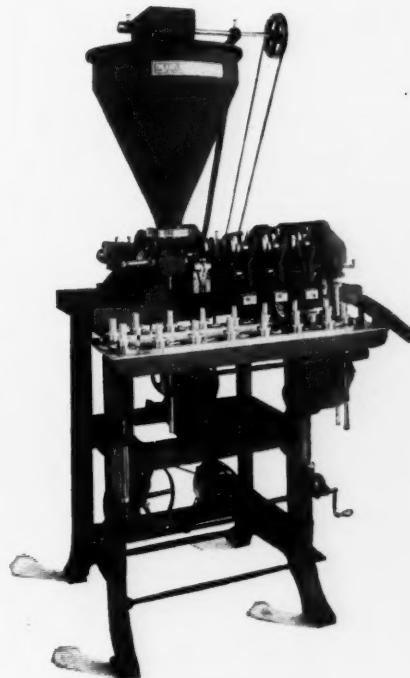
Not little of the success of this machine is due to the Kiefer Impacta Method of Filling (patented)—a surprising new principle of filling which packs the tubes solidly and without smearing. *No air bubbles. No need of wiping tubes.*

Compare a Kiefer closed tube with the best clip-closed tube there is and you will find the Kiefer closure just as tight.

Compare the Kiefer closure with any folded tube. Squeeze them—only the Kiefer closure will hold. Only the Kiefer Clipless Closure can be used with confidence.

No longer tube is needed than for clip closure.

Write now for sample tube and full details of this machine. Every day you use clips you are throwing money away.



See Our Exhibit
Exposition Chemical Industries
Grand Central Palace—New York
May 4 to 9
Our Booth No. 24

The Karl Kiefer Machine Company
Cincinnati, Ohio

Paper Wrappings for Confectionery

By E. T. Ellis

Several of the models selected for description and illustration in this instalment* are provided with paper seals. Special attention may be called to these seals, as apart from holding the ends or other portions in position, they greatly add to the attractiveness of the model and are, therefore, silent selling aids.

The types of seals illustrated by no means exhaust the number, as in some instances quite large ones as

Fig. 1 shows an attractive type of transparent paper packing, in which dummy chocolate packets for the pocket are wrapped. Taking the whole sheet first, C is the top, B is the back, D the front and its compound base is made up of A, plus E, while one compound end consists of 2A, 4A, 2B, 4B, 2C, 2D, 4D, 2E and 4E, and the other consists of 3A, 5A, 3B, 5B, 3C, 3D, 5D, 3E, and 5E. The folds are single right

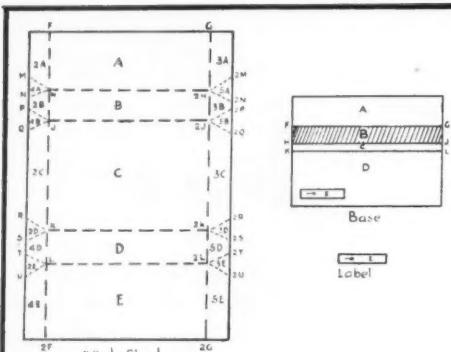


Fig. 1 Desirable Transparent Paper Packing for Dummy Pocket Chocolate Cartons.

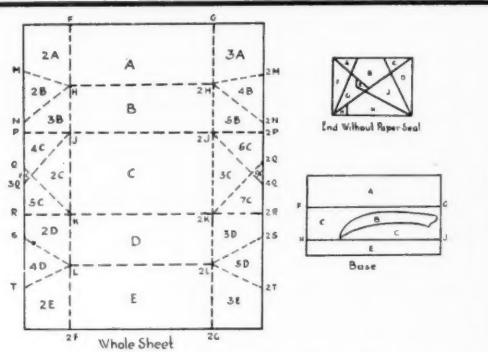


Fig. 3. Transparent Paper Packing for Quarter-Pound Cartons Mixed Chocolates Without Separate End Seals

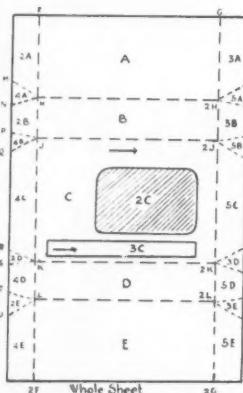


Fig. 2. Wrapping with Window for Colored View in use by Rock Candy Concerns

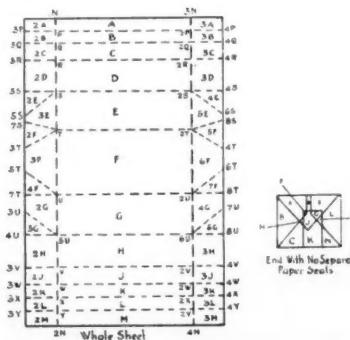


Fig. 4. Another Transparent Paper Packing for Peppermint Creams Box Wrapping Also Without Separate End Seals.

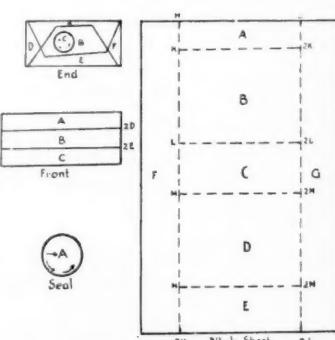


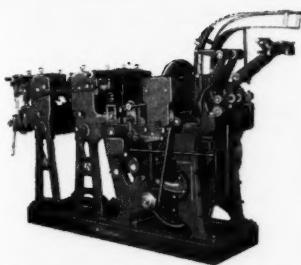
Fig. 5. Transparent Paper Wrapping and Opaque End Seal for Cartons of Children's Gum Drops

yet to be described are used. My own opinion is, however, that the size of the seal should be strictly limited and that it should be circular or oval in shape, rather than square or rectangular. Confectionery packers, however, are becoming more and more exacting in their demands, and every effort, therefore, should be made to meet their wishes.

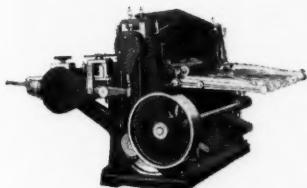
*See April, July, October and December, 1929, and February, April, July, September, November, 1930, and February, 1931, for earlier instalments of this article.

angles in some cases, and double ones in the others, these being required (without separating them into two groups) along the lines F2F, G2G, H2H, J2J, K2K, L2L, MH, NH, PJ, QJ, RK, SK, TL, UL, 2M2H, 2N2H, 2P2J, 2Q2J, 2R2K, 2S2K, 2T2L, and 2U2L.

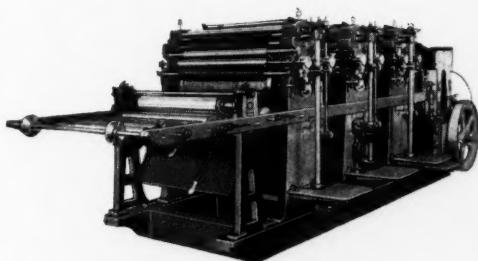
A separate sketch of the base is given, and also a sketch of the label. Taking the latter first, it consists of



Two-Color Automatic Paperboard Container Machine



Automatic Feed
Blanking Press

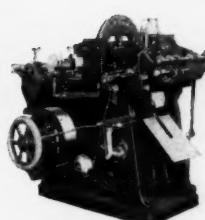


Automatic Three-Color Printing
and Blanking Press

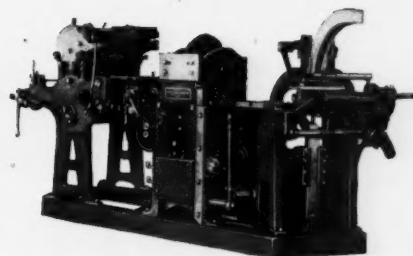
OVER 400 MACHINES

The Saranac Machine Industries, manufacturers of the largest line of package-making and stapling machinery in the world, offers to the packaging industry its engineering skill and experience.

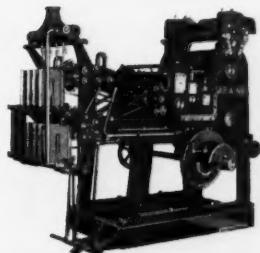
No matter what your requirements may be, no matter how rigid the specifications may seem, no matter how complex the problem, Saranac is prepared to submit a solution in machine form.



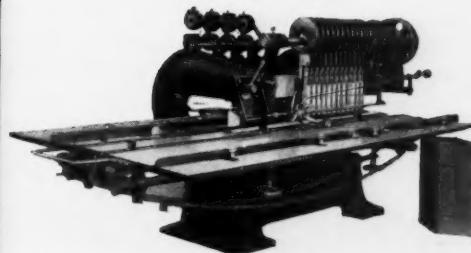
Automatic Paperboard
Container Machine



One-Color Automatic Paperboard
Container Machine



All-Rotary Press for Printing,
Slitting, Cutting, Creasing
and Stacking or Rewinding



Automatic Fibre Container Stapler

Carton formers, wire stitchers, paper bag sealers, paperboard container machines and fibre shipping container staplers, the list is 400 long. But whatever the machine may be, the same degree of mechanical perfection, of high speed and dependable perfection characterizes Saranac package-making equipment.

A word from you about your specific problem and we'll go right to work on the solution.

SARANAC INDUSTRIES
Package Machinery Specialists
BENTON HARBOR, MICH., U. S. A.

a strip of opaque paper printed in color in the direction of the arrow, the label E then being applied to the label area E shown in the base. A and D, the base, are one thickness of transparent paper, C is two thicknesses, and the shaded strip B is the glued strip, which also, of course, consists of two thicknesses of paper. In some instances the label E instead of being attached to the paper is attached to the model itself, but in any case packing men will have to supply it.

Dimensions of this wrapping are as follows: Total length of whole sheet, $9\frac{1}{2}$ in.; total width, $6\frac{1}{2}$ in.; width of base overlap, $\frac{1}{4}$ in.; length of opaque label, $1\frac{1}{4}$ in.; width, $\frac{3}{8}$ in.; total weight uncharged, less than $\frac{1}{4}$ oz.; total thickness of wrapped packet, 1 inch.

Fig. 2 shows an opaque type of paper wrapping, provided with a window, favored by rock candy concerns. In this instance the top is compound and consists of the cut-out window 2C, opaque tinted paper C and a special printed panel 3C. The front is lettered D, the back is lettered B and the compound base is lettered A and E, respectively. One compound end consists of 2A, 4A, 2B, 4B, 4C, 2D, 4D, 2E, 4E, and the other conversely consists of 3A, 5A, 3B, 5B, 5C, 3D, 5D, 3E, and 5E. Folds which are in some instances double right angles and in other instances single right angles are required along the dotted lines F2F, G2G, H2H, J2J, K2K, L2L, MH, NH, PJ, QJ, RK, SK, TL, UL, 2M2H, 2N2H, 2P2J, 2Q2J, 2R2K, 2S2K, 2T2L, and 2U2L.

The outer surface of C as well as the outer surface of 3C may be printed. Glue should be provided along the right and left hand ends along the inner surface of some portions and also either on to the outer surface of A, or on to the inner surface of E. A picture postcard for the window 2C is required.

Dimensions of this wrapping are as follows: Total length of sheet, $11\frac{1}{4}$ in.; total width, $7\frac{1}{2}$ in.; total length of window, $3\frac{1}{4}$ in.; total width, $2\frac{1}{8}$ in.; total length of printing panel, $4\frac{1}{4}$ in.; total width, $\frac{1}{2}$ in.; total thickness of wrapped packet, $\frac{1}{4}$ in.; total weight uncharged, under $\frac{1}{4}$ ounce.

Continuing with other models not provided with seals on the ends, Fig. 3 shows a widely employed type of transparent paper packing in which quarter-pound cartons of mixed chocolates are rendered dustproof. Taking the whole sheet first, C is the top, D is the front, B is the back and its compound base is made up of A, plus E. The left-hand end consists of 2A, 2B, 3B, 4C, 2C, 8C, 5C, 2D, 4D, 2E, and the right hand end conversely consists of 3A, 4B, 5B, 6C, 3C, 9C, 7C, 3D, 5D, 3E. Folds which in some instances are single right angles, and in other instances double right angles, are required along the lines F2F, G2G, H2H, P2P, R2R, L2L, MH, NH, J3Q, QK, SL, TL, 2M2H, 2N2H, 4Q2J, 2Q2K, 2S2L, and 2T2L.

A separate sketch of one of the two ends is given, but it is hardly necessary to describe this in detail in view of showing the folds in the whole sheet. Suffice it to say that the triangle consisting of A, B, C, is turned

on last, and held by means of good quality adhesive firmly to the other triangular or four-sided figures.

The base, a separate sketch of which is given, A and E, consist of one thickness of paper, C, plus B consists of two thicknesses, i. e., it forms the overlap, while B only consists of the actual glue area, the curious shape of this being specially interesting.

Dimensions of this wrapping are as follows: Total length of sheet, $9\frac{1}{2}$ in.; total width, $7\frac{1}{2}$ in.; total length of end, $2\frac{1}{2}$ in.; total width, $1\frac{1}{4}$ in.; width of base overlap, $\frac{1}{2}$ in.; total thickness of wrapped specimen, $1\frac{1}{4}$ in.; total weight uncharged, under $\frac{1}{4}$ ounce.

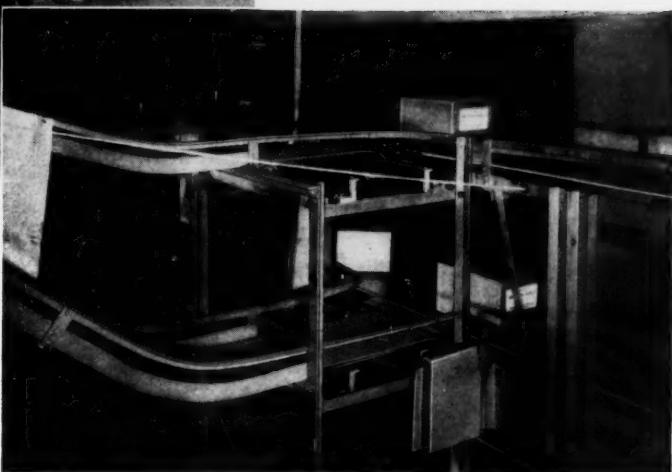
Fig. 4 shows an important type of transparent paper packing emanating from the peppermint creams branch of the confectionery industry. This is used for wrapping boxes of these and rendering them dustproof, and no separate end seals are demanded.

Taking the whole sheet, F is the top, E is the back, G is the front, its compound base consists of D, C, B, A, and H, J, K, L, M. The left hand end is quite complex, and consists of 2A, 2B, 2C, 2D, 2E, 3E, 2F, 3F, 4F, 2G, 3G, 2H, 2J, 2K, 2L, 2M, while the right hand end conversely consists of 3A, 3B, 3C, 3D, 4E, 5E, 5F, 6F, 7F, 4G, 5G, 3H, 3J, 3K, 3L, and 3M. Many double right angle folds as well as single right angle folds are required, but without distinguishing the number of degrees it will suffice to say that folds must be made along the lines N2N, 3N4N, 3P4P, 3Q4Q, 3R4R, 3S4S, T2T, 7T8T, 4U8U, 3V4V, 3W4W, 3X4X, 3Y4Y, S5S, 7ST, T3T, U5T, 3U5U, 2S6S, 8S2T, 2T4T, 6T2U, 7U6U, and from this long list it will rightly be gathered that the several portions of the base are turned over on to each other to form quite a narrow overlapping strip.

It has not been considered necessary to show a separate sketch of the base, as a portion of this overlapping strip occurs on each end, and in the separate drawing of the end which is given it is made up of F, G, J, K, M. After turning that on plus the triangle N, plus the two triangles H and C, it is usual to turn the two triangles, and four-sided figures A and B and E and L, or more correctly E, plus L, plus G, plus M on, and then finally to glue the larger triangle made up of A, D, E, J, F, H, on to these.

Dimensions of this wrapping are as follows: Total length of whole sheet, $9\frac{1}{2}$ in.; total width, $6\frac{1}{4}$ in.; total thickness of wrapped specimen, $1\frac{1}{3}$ in.; total weight uncharged, under $\frac{1}{4}$ ounce.

Referring now to a pair of models fitted respectively with and without end seals, Fig. 5 shows a transparent paper wrapping favored in the children's candy gum branch of the confectionery industry. Taking the whole sheet first, its front is compound, consisting of E, plus A, the top is simple being lettered D, the back C is also simple and the base again is simple, being lettered B. The ends are shown without fold lines in the whole sheet and are lettered F and G, while only the main folds are shown. These are right angle in



ANOTHER TRIUMPH
OF PRODUCTION
ENGINEERING!

PARKE DAVIS & COMPANY'S NEW FINISHING PLANT

A complete, illustrated story of this new plant appears in the current issue of our magazine, the BOTTLING AND PACKAGING ENGINEER. If you wish to see a copy, send us your address and it will be mailed to you—without cost, of course.

When the Engineering Department of Parke Davis & Co. set out to plan a new finishing plant for this great organization's liquid, cream, and ointment products, they called U. S. Engineers into consultation. Not a single order was placed nor was any move made to start the work until every detail had been thoroughly studied and finally decided upon. Because of the wide variety of products to be handled and the unusually large number of different sizes and styles of containers, the problem of layout and equipment was not only difficult to solve, but also highly important. As a result of the painstaking care and close cooperation displayed by the Parke Davis Engineers, the problem was solved in a highly gratifying and efficient manner. This new plant stands today as an example of all that is finest in modern-day finishing plant practice.



Bottling and Packaging Engineers

4015-31 No. Rockwell St. . . . Chicago, Ill.

character and are made along the lines H2H, J2J, K2K, L2L, M2M, and N2N.

A separate sketch of one of the two ends is given, and also of the seal. This consists of a circle of opaque paper A, printed in three directions as shown by the arrows, while it is shown *in situ* again lettered C on the end. In this position, of course, it serves only as ornamentation, but had it been applied over the line which separates B from E, as is sometimes the case, it would form an additional means of holding the paper in position.

To make up this end in its simplest form the triangles D and F are first turned on, and then the four-sided figure consisting of B, plus E, is applied to these. When that is in position the other four-sided flap A, plus B, is glued on, and then the seal C is applied as already stated.

In this instance we have a front overlap instead of a base overlap, and a separate sketch, therefore, of the front is given. Taking this, A and C are one thickness of paper, B is of two thicknesses and is covered with adhesive over its entire surface. Extensions of this narrow strip occur on the ends but it has not been considered necessary to show them.

Dimensions of this type of paper wrapping are as follows: Total length of whole sheet, $9\frac{3}{4}$ in.; total width, $6\frac{1}{4}$ in.; total length of end, 3 in.; total depth, $1\frac{6}{8}$ in.; width of front overlap, $\frac{1}{8}$ in.; diameter of seal, $\frac{3}{4}$ in.; total weight, including two seals, rather under $\frac{1}{4}$ ounce.

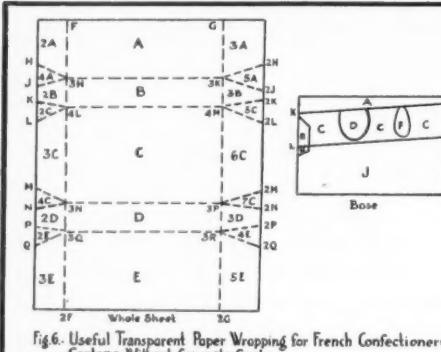


Fig. 6. Useful Transparent Paper Wrapping for French Confectionery Cartons Without Separate Seals.

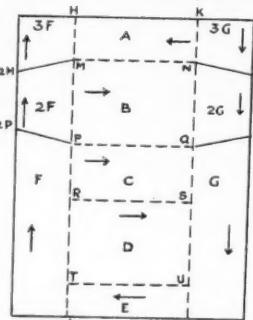


Fig. 7. Useful Opaque Paper Wrapping for Coffee Creams Concerns

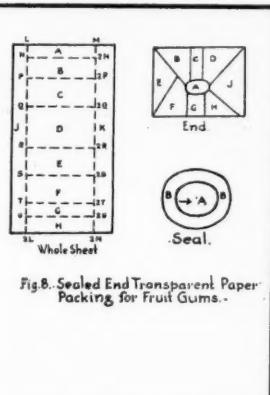


Fig. 8. Sealed End Transparent Paper Packing for Fruit Gums.

Fig. 6 shows a type of transparent paper wrapping favored by packers of French confectionery, this again being used to render the cartons containing such sweetmeats dustproof. Taking the whole sheet first, C is the top, D is the front, B is the back, and its compound base is made up of A, plus E. The left hand end is lettered 2A, 4A, 2B, 2C, 3C, 4C, 2D, 2E, and 3E, while the right hand one conversely is lettered 3A, 5A, 3B, 5C, 6C, 7C, 3D, 4E, 5E. Many folds again are necessary, some being single right angles and others double right angles. Without distinguishing the number of degrees, however, it will be enough to state that they must be made along the lines F2F, G2G, 3H3K, 4L4M, 3N3P, 3Q3R, H3H, J3H, K4L,

L4L, M3N, N3N, P3Q, Q3Q, 2H3K, 2J3K, 2K4M, 2L4M, 2M3P, 2N3P, 2P3R, and 2Q3R.

It will be noticed that one of the ends is wider than the other, and turning now to the base it will be seen that only this wider end is turned over on to it to form a base underlap lettered B, H, and is held thereto by means of adhesive on its under surface. The narrow end is glued on to its own supplementary portions, i. e., it does not extend to form an underlap on the base. In many instances the model is put into the sheet slightly at an angle, so that A, plus J form single coverings, and the strip B, C, D, and F forms a double covering or base overlap. The gluing areas are curious in shape and are lettered D and F. It should be carefully noted that these do not quite extend to the line L2L.

Dimensions of this type of paper wrapping are as follows: Total length of whole sheet, $8\frac{3}{4}$ in.; total width, 7 in.; depth of base overlap, $\frac{1}{2}$ in. approximately; total thickness of wrapped specimen, 1 in.; total weight uncharged, under $\frac{1}{4}$ ounce.

Fig. 7 shows an interesting and useful type of opaque paper wrapping emanating from the coffee creams branch of the confectionery industry. Taking the whole sheet first, B is its top, A is a portion of the back, C is the front, D is the base, and E is the supplementary portion of the back. The left hand end is made up of F, plus 3F, and is supplemented by a flap 2F. Similarly the right hand end is made up of 3G, and G, and is

supplemented by a flap 2G. Slits are made along the lines M2M, P2P, N2N, and Q2Q, while right angle folds are required along the lines HJ, KL, MN, PQ, RS, and TU. Printing is used on the outer surface of each portion in the direction of the arrow thereon. The under surfaces of 2F and 2G are covered with adhesive so that these portions can be sealed down.

A separate sketch of the end with string seal in position is shown at V and this is rectangular, as will be seen, carrying printing on its outer surface in the direction of the arrow and also on the exposed surface of the paper seal 2V, its string running up to the margin as shown and then disappearing under the flap. Only one seal is provided, and this opened out consists of



Your package is the most important link in your sales program. For advertise as you will, it's the package that encourages or discourages purchase in the end. Dress up your package as you do your advertisements. Make the package do its share of the selling. Heekin experts are at your service in designing a modern colorful Heekin Lithographed container for your product. The Heekin Can Co., Cincinnati, O.

HEEKIN CANS

the irregular shaped figure, W, X, separated by a double right angle fold YZ. String extends the line YZ and one end is glued on to the inner surface of W or X, and then on to the under end flap of the sheet itself. Printing is required on both outer surfaces of the seal, i. e., alike on W and X, in different directions as shown by the arrows. To make up the seal, W is applied to X, and held thereto by means of adhesive. Then, if the seal is pulled, the string tears the end of the paper open and the sweetmeats can easily be reached.

Dimensions of this type of wrapping are as follows: Total length of whole sheet, 9 in.; total width, $7\frac{1}{4}$ in.; total length of seal opened out, $1\frac{1}{4}$ in.; maximum width, 1 in.; minimum width, $\frac{3}{4}$ in.; total thickness of wrapped specimen, $1\frac{1}{4}$ in.; total weight uncharged, including one seal and its string, under $\frac{1}{4}$ ounce.

Fig. 8 illustrates an extremely useful type of sealed ended transparent paper packing emanating from the fruit gums branch of the confectionery trade. This again is used for rendering cartons of these delicious sweetmeats dustproof. Taking the whole sheet first, D is its top, C is its back, E is its front and its compound base is made up of A, plus B, plus F, plus G, plus H. The left hand end when merely opened out and without showing the folds is lettered J, while the right hand end, to which the same remark applies, is lettered K. Folds which are mainly single right angles, but in a few cases double right angles, are demanded along the lines L2L, M2M, N2N, P2P, Q2Q, R2R, S2S, T2T, and U2U.

The appearance of the made-up end is shown in the separate sketch, A being the seal, and G the overlap of several thicknesses extending from the base. As a rule F, G, and H are turned on to the end first, and followed by E and J. The paper is then turned to form the small triangles B and D, separated by the strip C, before applying the large outer end flap made up of B, C, D, on to the end, and sealing it thereto by the paper seal A.

A separate sketch of one of the paper seals is given, but this does not require much comment. It consists of a more or less oval of opaque paper carrying glue on its under surface, printing being limited to the inner margin A, which is often tinted as well as printed, and the outer margin B being tinted without actual printing. Only two seals are in use in this actual example, but some packers demand others so that one or more can be applied to the base.

Dimensions of this wrapping are as follows: Total length of whole sheet, $11\frac{1}{4}$ in.; total width, $6\frac{1}{4}$ in. only; total length of seal, 1 in.; total width, $\frac{7}{8}$ in.; total thickness of wrapped specimen, $1\frac{1}{4}$ in.; total weight including two seals, under $\frac{1}{4}$ ounce.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the lines described and any others, the usual inquiries should be made through patent agents.—Editor

Transparency Plus in Packaging

(Continued from page 43) have found the lavish use of color the only effective means of obtaining this necessary proportion and balance.

Naturally, putting a program of this kind into effect required the building of an unusual type of organization, including specially trained personnel in every department—sales, creative and production, but we believe the accuracy of our analysis of the problem is convincingly demonstrated by the results obtained. Today one may find transparent cellulose wrappers with multicolor-processed designs doing a splendid job of selling for a wide variety of products. Candy, meat foods, fish, butter, margarine, honey, leather goods, dried fruits, textiles, stationery, cakes, cookies, cigars, nut meats, cheese, soap, rubber articles, crayons—yes, and even spark plugs and golf clubs—are finding new markets and quicker sales through the use of Transparency Plus in their packaging. Many of these products involve a moisture problem. In these cases, to insure the maximum of freshness added protection is given by the use of the printed moisture-proof cellulose.

An almost unlimited range of color and design is now available. Many of the most strikingly successful wrappers employ five colors, with gold and silver adding richness and lustre. Whether the user of transparent cellulose desires the reproduction of a tiny trade mark upon a wrapper, two inches by four, or a gorgeous splash of color on a sheet, two feet by three, he has only to make his wishes known. He may have a reproduction of lace rivaling the artistry of Jack Frost for daintiness, or a dynamic combination of colors to compel attention to his product.

Decidedly this is the day of Transparency Plus in Packaging—transparency plus advertising, quality atmosphere, dramatic eye-appeal and swiftly stimulated buying impulses.



The use of Cellophane as a modern packaging material for textile products was featured recently in a Boardwalk window display at Atlantic City. The Cellophane-wrapped merchandise shown in the display included the following items: Utility cloths from the Oak Manufacturing Co., East Point, Ga.; wash cloths from the Electric Knitting Co. and the Putnam Knitting Co., Cohoes, N. Y.; Martex towels from Wellington Sears & Co., New York City; absorbent gauze from the Griswoldville Mfg. Co., Griswoldville, Mass.; comfort and blanket covers from the K. and G. Manufacturing Co., New York City; sheets and pillow cases from the Pepperell Mfg. Co., Boston, Mass.; crib sheets, garter sets and belts from A. Stein & Co., Chicago, Ill.; and sheets and pillow cases from Iselin & Jefferson Co., New York City.



A message that will open your eyes!

Those with an eye to business will do well to cast their optics over this merchandising aid called "Merchandise and Merchant Eyes."

We'll mail one to you gratis, if you ask for it, but you'll have to send for it pronto, because there is only a limited number available.

**BRESKIN & CHARLTON
PUBLISHING CORPORATION**
11 PARK PLACE
NEW YORK, N. Y.

New Candy Box Padding

A new padding for confectionery boxes, known as "Flossine," has been placed on the market by George H. Sweetnam, Inc., 282 Portland St., Cambridge, Mass. Bearing the slogan, "Candy Padding Supreme," this product is the result of experimentation by which it is said to have been possible to assimilate three factors in making a fine padding, namely, pure whiteness of color, fine embossing and the greatest padding ability. The embossing is done by the latest methods, some of which were devised in the company's plant. The result is a deep embossing which adds to the attractiveness of the padding and increases its effectiveness.

New Company Offers Complete Service

A complete selection of papers, wraps or labels, suitable for covering paper boxes has, heretofore, been obtainable only through diversified sources. Many box manufacturers who have always been accustomed to this method of buying paper would appreciate the opportunity of obtaining all of their paper from one source. Recently a new organization has been created which makes this convenient and satisfactory arrangement possible. Wm. Schild & Company, 300 West Adams St., Chicago, now offers such a service. From this one source is available not only all domestic papers, but an entire selection of imported stock as well.



Here are reproduced two labels for food containers that possess more than the faculty of leading the eye to their products. They impel, by the dominating strength they possess, an interest which, unquestionably, will reflect to the advantage of the packaged product.

In technique, in color, in expressiveness, they are admirable pieces of work. Clear yellow for the background and deep blue in the foreground, relieved by the red of the fruit and green of the valley, gives the figure in Mott's Apple Sauce label an expression of dependability that conveys to the consumer a feeling of reliability

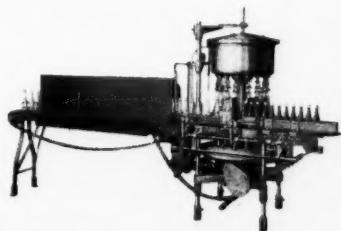
in the product. The brand name is prominent in blue and the color of the fruit is used for the name of the product.

Modernistic in treatment is the label for De Zoute Golden Bantam Corn. Black is the background against which the yellow and green of the corn and red and yellow of the modern forms is most effective. Quality is clearly expressed in this label. The brand and product names are given clear visibility by their use in white.

The lithographic work on these labels was done by the Karle Lithographic Co., Rochester.



HALLER



HALLER MODEL H. E. & H. B.

14-Tube and 18-Tube Laborless Automatic High-Speed Rotary filling machine. Absolutely sanitary, easy to clean, fills uniformly, quickly adjusted to any size bottle. Speed 55 to 140 containers per minute. Length 12 ft. Width 4½ ft. Height 6-10 ft. ½ H.P.

AUTOMATIC FILLING MACHINES

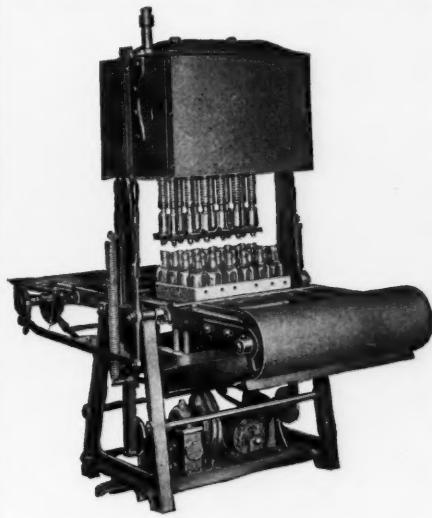
Designed to fill any size or shape of container up to one gallon capacity, depending on kind, number and spacing of filling tubes. ½ H.P. Length 6 ft., 7 in. Width 3 ft., 6 inches. Height 7 ft.

HALLER SPECIAL GANG-FILLER



HALLER MODEL R.

6-Tube Straight Line Filling Machine fills six 5-gallon bottles a minute. Furnished for either hand or hydraulic operation. Height 7 ft. 2 in. Length 10 ft. Width 30 inches



HALLER MODEL H-S.

16-Tube Automatic High-speed Rotary Can Filling Machine, for soups, saucing Baked Beans, Spaghetti, etc., into cans from 2 in. to 3½ in. diameter. Special discharge disc feeds directly to double seamers. Empty can conveyor connects direct to intake feed. Sanitary; does not inject air with products filled. 120-180 cans per minute. Length 4 ft. Width 5 ft. Height 6 ft.

5-, 6-, and 9-Tube Bench or Table Type Filling Machine. Can be dismantled for thorough cleaning and reassembled with no other tools than human hands. 29½ in. wide, 36½ in. long, 66 in. high.

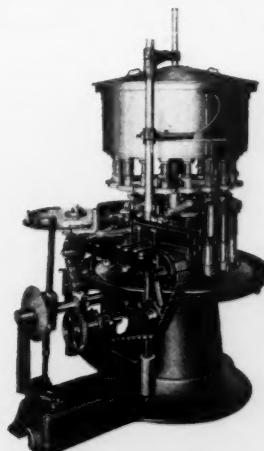
HALLER MODEL N.



Haller Automatic filling machines are built for long life. Their cost of maintenance is very low since repairs are limited to natural wear and no experienced help is needed for their operation. Besides the particular advantages of each machine, Haller filling machines are widely known for their longevity and service.

We have other machines.

Write us about your filling problems.



HORIX MANUFACTURING CO.
CORLISS STATION PITTSBURGH, PA.

Dramatizing a New Package

The new Camel "humidor" package is receiving a good share of attention these days, in advertising, in displays and, by no means least, from consumers. A particularly effective "attention-getter" is that shown in the accompanying illustration, an actual package inset in a display card and included in a special mailing box. The card represents a theatre curtain which



carries appropriate lettering in red, a yellow "spot light" forming the immediate background for the Camel package.

This mailing piece was sent by the du Pont Cellophane Co., makers of the Cellophane which now is used on all Camel packages, to its customers. A letter accompanying same reads as follows:

"This little box contains evidence of an expenditure of over \$2,000,000.00 this year by one of America's leading manufacturers to safeguard the quality of their products against the attacks of climate and time. This new 'humidor' package delivers, in mile-high Denver, tropical Miami or frigid Labrador, Camels of uniform full flavor and freshness—the same when smoked today, tomorrow or next month as when sealed at the height of tobacco perfection—in moisture-proof Cellophane."

Lectures on Packaging

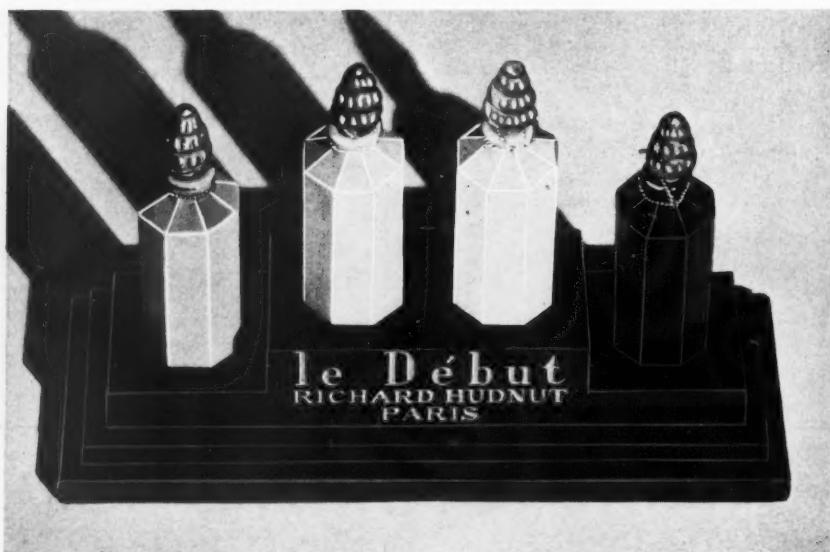
"The importance of the package in merchandising," is the subject of the lecture which J. D. Malcolmson, director of the research engineering department of the Robert Gair Company, delivered on Monday evening, April 6, before the students of the Division of Retailing of New York University. Mr. Malcolmson was for several years engaged in research work in paper board products at the Mellon Institute at Pittsburgh before becoming associated with the Gair Company.



The box-making business of the A. D. Shoup Company, Inc., 86 34th St., Brooklyn, N. Y., and that of the Owens Manufacturing Company, Hoboken, N. J., have been consolidated, the same having been transferred to Shoup-Owens, Inc., which corporation will continue the business heretofore conducted by the other two companies in the manufacture of paper boxes and kindred products. All of the officers of both consolidating companies will continue in the active management of Shoup-Owens, Inc., the principal office of which will be at 1100 Adams Street, Hoboken, N. J.



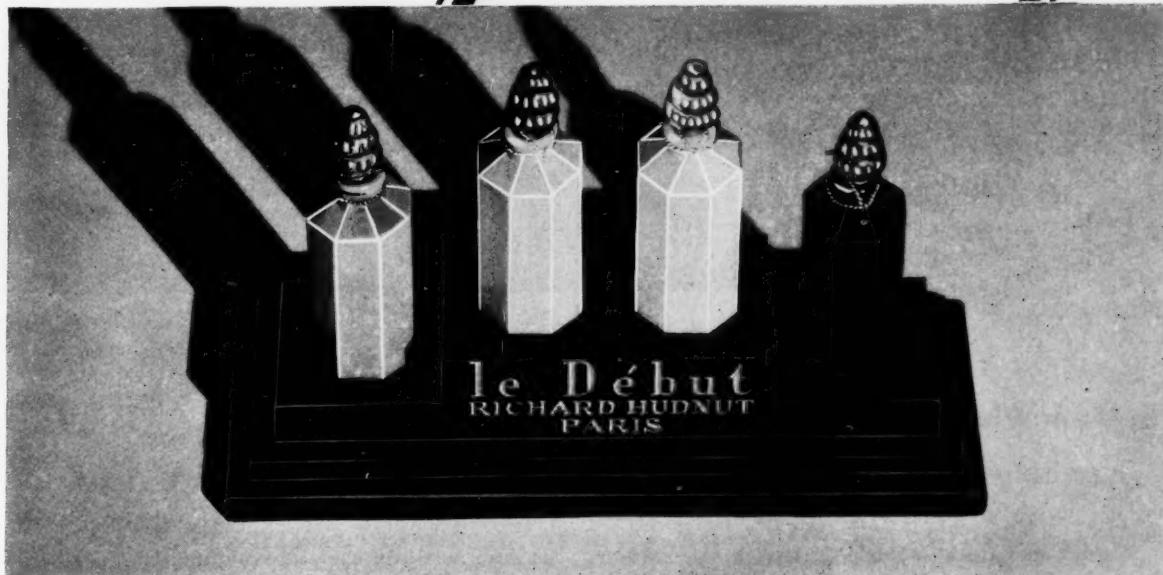
Plans have been developed by the Owens-Illinois Glass Co. for the construction of a complete and modern automatic bottle factory in the San Francisco Bay district. Options have already been obtained on several sites and it is expected that decision will be reached within sixty days. At present the Owens-Illinois Glass Company is shipping bottles into Pacific Coast territory from its eastern factories. The first unit of the new plant will be a large fireproof warehouse which will offer immediate facilities for adequately servicing its Pacific Coast customers and which will shortly become a part of the general manufacturing plant.



RICHARD HUDNUT MAKES USE OF THE ATTRACTIVE DISPLAY STAND SHOWN AT THE LEFT FOR THE SAMPLING OF FOUR OF ITS MOST POPULAR ODEURS. THE FOUR BOTTLES, OF COLORED GLASS, ARE RECESSED IN A BLACK PHENOL RESINOID BASE. THESE BOTTLES CANNOT BE TAKEN FROM THE STAND EXCEPT BY THE REMOVAL OF A WOODEN STRIP UNDER THE BASE WHICH HOLDS THEM FIRMLY IN PLACE. THE BASE IS MOLDED BY THE BOONTON MOLDING CO.

A MOLDED DISPLAY SOLVED THIS PROBLEM OF SAMPLING

Most novel and unique is this display sampling stand molded by Boonton for Richard Hudnut, Paris. Four test bottles are recessed in the base and are held firmly in position by a wooden strip on the bottom of the base.



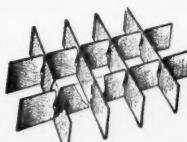
This latest Boonton unit sees triple duty as a package, a display stand and a sampler.

You may have a problem similar to this.
Take it to Boonton.

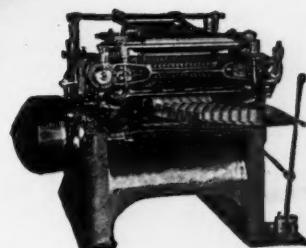
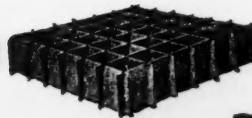
BOONTON MOLDING COMPANY

BOONTON, NEW JERSEY

New York Office - - - - - 30 Church Street



How Much Do Your Partitions Cost?



Here's a machine (Vailco No. 3) that cuts from the roll and assembles partitions ready for insertion into your boxes. All sizes of partitions completely locked—will not fall apart. One man operation. Speedy, efficient and economical. You can reduce the cost of your partitions by its use. Full particulars on request.

PARTITION MACHINERY, INC.

569-589 E. Illinois St.

Formerly Self-Locking Machine Co.

Cable Address: SELF-LOCK, CHICAGO

Chicago, Ill.

Identifying Lettuce by Packaging Methods

By Mel Wharton



LETTUCE COMES INTO ITS OWN
WITH A WRAPPER AND BRAND
NAME ACQUIRING CLEANLI-
NESS AND RECOGNITION

Garden and truck vegetables through the medium of packaging have become nationally known, proving a boon to the producer in the way of sales and a decided benefit to the consumer who has been able to identify a worthwhile product. Lettuce, however, a favorite and staple in every household, has heretofore been the buffet between atmospheric, sanitary and retail store conditions. That it has suffered because of this exposure is indisputable.

The new method of individually packing each head of lettuce, featured by one of the growers in Salt River Valley, Arizona, and the Imperial Valley, Calif., eliminates these evils to a very considerable extent, and is the result of extensive experimentation in the southwestern lettuce-growing districts of the United States. The package as illustrated above, in which lettuce is now being marketed, is a tough, transparent, white, water-proof paper on which is printed the brand of the packing concern, the Engebretson-Grupe Company, Los Angeles, who hold a patent on this method of packaging lettuce. The venture, aside from its other practical features, marks a trend toward the merchandising of this food along the lines of other packaged vegetables.

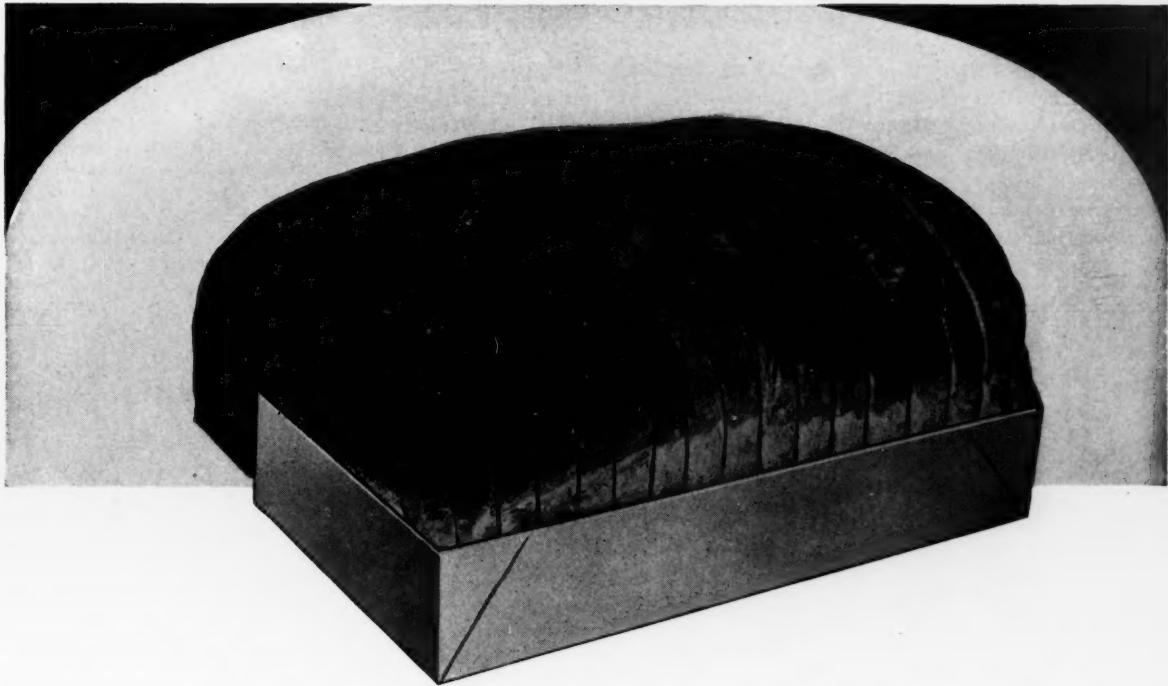
The initial response to the individualizing of this salad vegetable has been gratifying. Experiments proved that the transparent water-proof paper protects the tender leaves from either contact with water or ice, preventing the spread of any slime and maintaining

the head in nearly the same condition at the markets as when shipped. The cost of wrapping which is estimated at less than one cent per head is a negligible feature in comparison with its merits and the public, evidently appreciating the sanitary measures invoked in the packaging, has rallied strongly to the initial offerings.

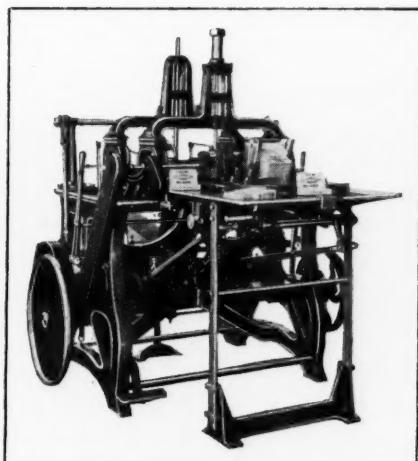
In California and Arizona where the identifying and packaging plan was first inaugurated, there are shipped some 900,000,000 heads of lettuce annually. During 1930 New York City received 115,000,000 heads from these two western states. It is the packers' belief that the markets of the United States will absorb at least 350,000,000 heads in sanitary, individual pack, if properly advertised. It is also noteworthy that the packaging permits, for the first time in the history of lettuce, its advertising and identification. Without an adequate package such as has now been developed this feature was not practical.

It will be remembered that not so many years ago the names Sunkist, Sun Maid and Calavo were unknown to citrus fruits, raisins and avocados, respectively. Now, these are household names being identified as specific products through a deft application of packaging that permitted identification to the consumer through national advertising.

The new lettuce wrapper contains a reproduction of the famous movie dog, Strongheart. This brand name is expected to identify lettuce in the same manner that the Sun Maid identifies raisins.



Sliced bread has met with a favorable reaction in every market where it has been offered, bakers reporting *large increases in sales* since it was introduced.



*This Is the New Brightwood
Machine with Under-feed*

Its durability and adaptability will help solve your production problems. A sturdy, speedy machine, which easily accommodates product and package changes with utmost efficiency and economy.

THE New Brightwood Automatic Paper Box Machine is used and endorsed by representative manufacturers because—IT WILL PRODUCE 3000 to 3600 pieces per hour from plain or printed, creased or scored, manila, news, chip or straw board of any reasonable thickness; and a wide variety of sizes and styles—such as bread trays, screw boxes, shoe boxes, egg cartons, and food containers from one ounce to one pound.

IT REQUIRES only one operator, practically no repairs; less than $1\frac{1}{2}$ horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. IT IS THE BEST INVESTMENT a paper box maker can find.

Write today for further information on the Brightwood machine as applied to the manufacture of bread trays and to many other types of boxes.

U. S. AUTOMATIC BOX MACHINERY CO.
459 WATERTOWN ST., NEWTONVILLE BOSTON, MASS.

Carnation Flaked Wheat in New Package

Though little difference is apparent in the new package for Carnation Flaked Wheat, a product of the Carnation Company, Milwaukee, in a comparison with the former carton a marked simplicity is evident. As reproduced below, the floral design has been retained but reduced and simplified to permit the trade name greater prominence. This effect is also created by the



elimination of the colored border at the bottom.

Carnation Flaked Wheat is put up in 16 oz.- and two-pound packages. A policy of expansion was announced recently to make this product a national one. At the present time sales are confined principally to the West and Middle West.

Packages in Keeping with Present Trends

(Continued from page 51)

The advantages of the jar, illustrated on page 51, over that of the old, are many. The familiar, narrow, long-necked bottle will be discarded with enthusiasm. Tempers no longer need be controlled nor apologies made by the embarrassed user. It is graceful, attractive, and when placed on a dainty dish, suitable for any well-appointed table. Its wide mouth permits the removal of the contents with a spoon or ladle, a feature far more convenient than the old method of shaking the bottle, the neck of which, nine times out of ten, was so clogged as to be exasperating.

The new container has yet another feature which will appeal to housewives. No label mars the clearness and perfection of the glass jar. When the metal closure is removed, there remains only the smartly shaped glass container, making it truly the "DeLuxe Table Service Package" it is named. When purchased these jars are wrapped in transparent cellulose, on the front of which is pasted the embossed blue and gold seal bearing the trade-mark name.

Trade Literature

◆ FUMIGATION EQUIPMENT

VACUUM FUMIGATING AND STERILIZING EQUIPMENT. This bulletin illustrates and describes the utilization of such equipment. With vacuum fumigation it is nearly always possible to treat the finished product in its final container. The contents of sealed glasses or cans cannot, of course, be fumigated, but packings and casings of paper, cardboard or wood are easily penetrated by the gas when there is no air to obstruct its free passage. The most important application of vacuum sterilizing is in connection with foods intended for human consumption. Among these, dried fruits, nuts, grains and kindred produce are particularly susceptible to damage by insects. F. J. STOKES MACHINE COMPANY, TABOR ROAD, PHILADELPHIA, PA.

◆ FOLDING BOXBOARD

AN ATTRACTIVE FOLDER which includes actual samples of the cartons used by The Packer Manufacturing Co., Inc., for Packer's Pine Tar Shampoo and Packer's Olive Oil Shampoo is being sent out by THE LOWE PAPER COMPANY, RIDGEFIELD, N. J. These cartons offer silent testimony to the quality of Ridgelo clay coated folding boxboard.

◆ BOX COVERINGS

REFRACTONE PAPERS. Claiming permanency of color, waterproof, heat proof in all ordinary temperatures, pliable, non-cracking or non-flaking, as among its qualities the new Refractone paper is obtainable in all colors and pastel shades. It provides a beautiful background for the best examples of printing or embossing and is safe for use under all conditions as the finished surface is free of poisonous substances. GEORGE W. WHEELWRIGHT PAPER CO., LEOMINSTER, MASS.

FROM THE DISTRICT OF COLUMBIA PAPER MFG. CO., Washington, D. C., comes two new sample booklets of its Silver Spray and Gold Spray line. These are carried out in six colors, white, blue, orange, green, red and black with the design outlined in either silver or gold in a pleasing and harmonious motif.

CHARLES W. WILLIAMS & CO., INC., 303 Lafayette St., New York, has issued two new booklets on its LUSTRETOKE and SATINTONE lines. Each are in eleven colors, the former a gold pattern, the latter white, on colored ground, all in the vein motif.

FROM THE A. M. COLLINS MANUFACTURING CO., 1518 Walnut Street, Philadelphia, comes a new series of embossed papers, which they call "Oriental." The sample book shows four colors, opal, aquamarine, beryl and topaz in a distinctive design.

CHARLES W. WILLIAMS & CO., INC., 303 Lafayette St., New York, has issued two folders of new box covering papers in the Nu-Art Tone line. One contains the Golden Rose Motif and the White Rose Motif, each on twelve different colored backgrounds. The other is the Cathedral Motif in seventeen color combinations.

DELICATE HUES OF ORANGE, BLUE, RED, green and purple used with silver in a cloud-like effect motif in 13-color combinations, are in the newest sample booklet recently issued by McLaurin-Jones Co., Brookfield, Mass.

SUNFAST BAS-RELIEF, a line of fourteen sample papers from the Hampden Glazed Paper Card Co., Holyoke, Mass., embossed in effective silver or gold on various colored grounds as well as two-tone and multi-color. This line is claimed to stand up on display without fading for many days.

THE MC LAURIN-JONES COMPANY, Brookfield, Mass., has placed on the market two new gold papers which they call Ideal Gold and Luxor Gold. The metal tones are delightful, Luxor having a subdued note while Ideal has a high bronze finish.

FOR DEFINITION



offers these "BIG FIVE" advantages to the Box Maker:

1. Versatility in application on all materials.
2. Inherently an anti-spread material.
3. Clear, easy release.
4. Smooth, lustrous surface.
5. Unusual adhesive qualities.

There is a feeling of confidence around the plant where VERSIFOIL is used for stamping. Constant supervision and close regulation of heat is entirely a thing of the past where this perfectly balanced foil—inherently an anti-spread material—is employed.

Blurring (due to excessive die temperatures) cannot occur, because VERSIFOIL has been scientifically designed to remain **as accurate as the die**. A temperature rise of many degrees has no effect on its clear-cut performance. The finest details and broadest designs reproduce to a nicety.

... and Definition is only one of the five distinctive features that make VERSIFOIL the outstanding achievement in imitation gold leaf for the box maker.

(An increasing large variety of other colors are now available.)

It will pay you to investigate the possibilities of VERSIFOIL. Let us send you a sample.

F. W. RAUSKOLB CO.

Gold and Imitation Gold Embossing Foils

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Medford, Mass.

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Rochester, N. Y.
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MACHINERY — SUPPLIES

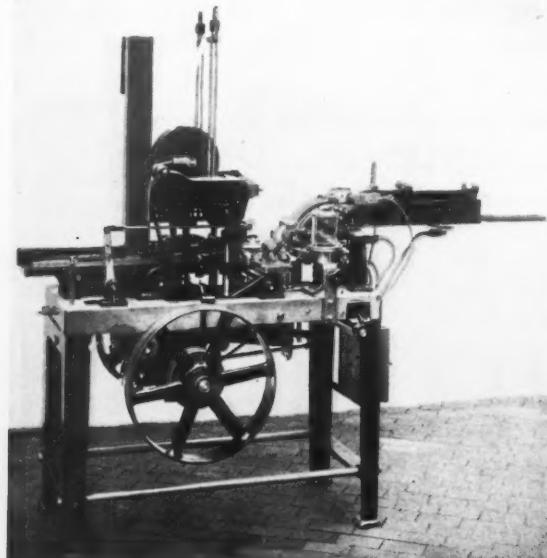
Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

Special Tight-Seal Wrapping Machine for Camel Packages

The new Camel "Humidor Pack" required more than the use of a moisture-proof wrapping material. There was also the problem of mechanically sealing the wrapping in such a manner that none of the inherent moisture and flavor of the cigarettes could escape through the laps or seams of the wrapper.

To meet this problem, the Package Machinery Company, of Springfield, Mass., produced a special tight-seal wrapping machine, one of which is shown in the accompanying illustration. It is stated that this new wrapping gives greater protection against air seepage than has heretofore been possible with transparent cellulose or any other wrapping material.

The machine hermetically seals the package by a new method, producing an absolutely air-tight, moisture-proof seal. The result is a package which retains

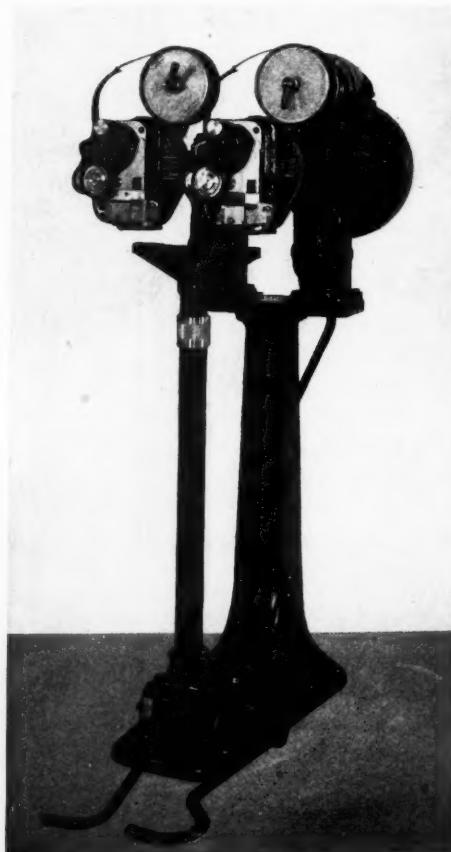


the natural moisture, flavor and aromatic qualities of the cigarettes. The machines are operated at a speed of about 110 packages per minute. It is stated that this is the first time that any package has been mechanically wrapped to give a thoroughly moisture-proof job.

New Double Head Bottom Stitcher

A new double head bottom stitcher which enables an operator to drive two rows of staples at the same time in assembling the bottom flaps of regular slotted containers by wire stitching has been placed on the market by the H. R. Bliss Company, of Niagara Falls, N. Y.

The stitching heads used are in regular high speed Bliss type which are now in general use by the trade.



The heads are driven by a single motor and are quickly adjustable as to the distance apart of the staples. The clinchers are mounted in a cross arm on a single post and are also adjustable to properly position them in respect of the stitching heads. The post is also movable

The new CAMEL "Humidor Pack"



Again
we have helped create an
outstanding package

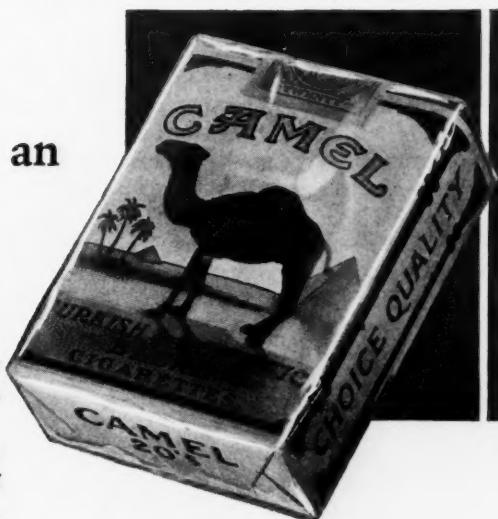
HERE is another example of how the
Package Machinery Company helps a
manufacturer solve packaging problems.

The new Camel "Humidor Pack" required
more than the use of a moisture-proof
wrapping material. There was also the prob-
lem of mechanically sealing the wrapping so
perfectly that none of the inherent moisture
and flavor of the cigarettes could escape
through the laps or seams of the wrapper.

The Package Machinery Company met this
problem by producing a special TIGHT-SEAL
wrapping machine. This new TIGHT-SEAL
wrapping gives greater protection against
air-seepage than has ever before been
possible—with Cellophane or any other
wrapping material.

The machine hermetically seals the pack-
age by an entirely new method, producing
an absolutely air-tight, moisture-proof seal.
The result is a package which retains the
natural moisture, flavor and aromatic
qualities of the cigarettes for the smoker's
utmost enjoyment.

You must have noticed, too, what a strik-
ing improvement this wrapper makes in
the appearance of the package. Seen through



the transparent Cellophane, colors take on
new life and sparkle. The end laps and
seams are so smoothly sealed that they are
practically invisible. So neat and attractive
a package forcefully conveys an impression
of quality. Men are strongly influenced by
this quality appearance—and women per-
haps even more so.

Camels is one of many products which
have secured new sales advantages by a
package improvement—merchandising vic-
tories in which our wrapping machines
have played a foremost part.

Bring your wrapping problems to us—
solving problems built our business.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines

in or out, by means of the usual foot pedal arrangement to permit the entrance of boxes over it. This machine is especially adapted for the bottom stitching of can and glass jar cases, shoe containers, and similar types of boxes. It is stated that by its use an operator can easily handle 50 per cent more cases than is possible with a single head bottom stitcher, and greater accuracy of spacing is obtained. The cross arm also supports the boxes to better advantage than a post which of itself tends to increase the speed of stitching.

New Counting and Filling Machine

A new counting and filling machine which is said to be applicable to counting and packing practically any size, shape or kind of medicinal tablet and can be adjusted to fill practically any type of container has been placed on the market by the Ivers-Lee Company, 215 Central Ave., Newark, N. J.

In addition to the above advantages, the machine can be opened for complete cleaning so that different prod-

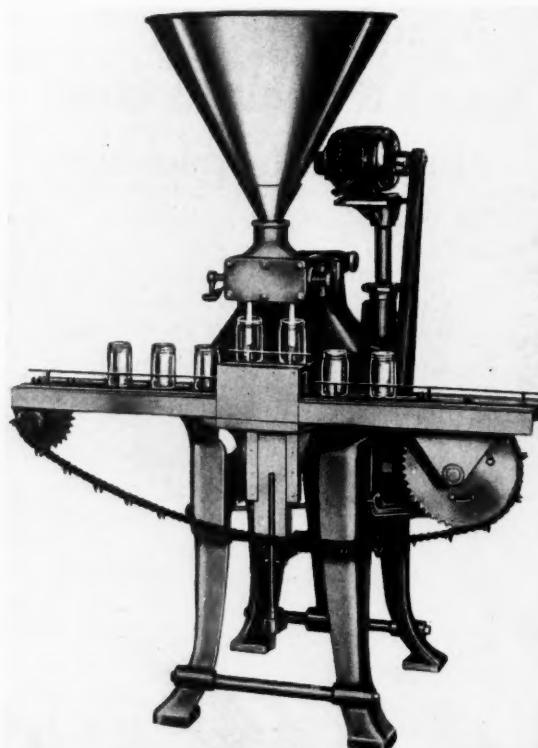


ucts can be used. In the operation of the machine the tablets are poured into the containers in a stream. This prevents jamming in small neck bottles and in the case of slide boxes it is not necessary to take the cover off as the container can be filled merely by sliding the box partially open. The machine is built with a foot lever control so that the operator has the free use of

both hands or can be made completely automatic for those having a large output and thus be hooked up and timed with a labeling machine or other packaging machinery that may be installed in the plant.

New Twin Piston Filler

The accompanying illustration shows a new twin piston filler which will be of interest to food packers, although the machine is also constructed for filling cold creams, face creams and ointments. This equipment has recently been placed on the market by the manufac-



TWIN PISTON FILLER FOR FOOD PRODUCTS

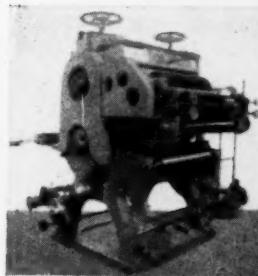
turers, the U. S. Bottlers Machinery Co., 4015 Rockwell St., Chicago, Ill.

The machine is sturdily built, being constructed of nickel throughout. It fills from the bottom up, which eliminates air pockets, has a capacity of from 40 to 60 containers per minute and is quickly and easily adjusted from one size to another. There are also novel features which make possible quick cleaning and re-setting.

Equipment Exposition Date Set

A national exposition of mechanical handling equipment is to be held during the week of Nov. 30 at Grand Central Palace, New York. This exposition will be conducted under the same management as the National Exposition of Power and Mechanical Engineering, the International Heating and Ventilating Ex-

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for advanced
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To insure a suitable variety of patterns, striking appearance and increased salability of box papers, utility wraps and glassines, there is nothing makes more certain of finest results than the combination of Waldron Rotary Embossing Machines and Waldron Quality Paper Rolls. Accurate proportioning of both machine and roll in reference to each other is the fundamental reason for the superior class of products produced with Waldron equipment.

With over a century of experience in paper converting, our engineering staff can offer you helpful suggestions in connection with your embossing requirements. Write for bulletins.

Upper—A Waldron High Speed Embosser equipped with inking attachment.

Lower—A Waldron Paper Roll—for Longer Life, Lower Cost.

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We have been meeting the packaging requirements of thousands of shippers in all lines of business. May we meet yours?



R. C. CAN
COMPANY
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position, the Chemical Industries Exposition and the National Hotel Exposition—all of which are under the management of the International Exposition Company.

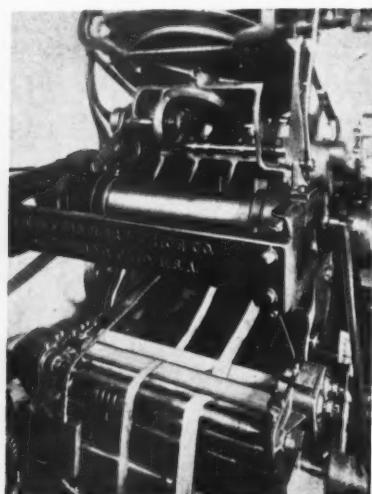
A list of tentative exhibits includes ash hoists, conveyors, barrel making machinery, battery charging apparatus, box making machinery, blocks, brakes, capstans, chutes, computing devices, containers, conveying equipment, engines, excavating and road building machinery, flumes, folding and closing machines, forming, drying and seaming machines, fuel and refuse handling, gravity conveyors, haulers, hawsers and rope, labels and brands and stencils, lithography, lubrication systems and lubricants, material handling (horizontal and vertical), motors, packing and packaging machines, platforms, pumps, production machines, recording instruments, road building machinery, shipping room equipment, shook making machinery, slings, storage batteries, swivels, transmission equipment, transportation, unloaders, weighing machinery, winches, windlasses, wire and steel strip tying material and miscellaneous material including handling devices, accessories, etc.

The offices of the International Exposition Company are in the Grand Central Palace, New York City. Charles F. Roth is manager of the exposition.

New Roll Leaf Attachment

A new roll leaf attachment for Chandler & Price heavy duty presses has been placed on the market by the Peerless Roll Leaf Co., Inc., 911 New York Ave., Union City, N. J. This attachment conforms to the style of the press and is said to possess rugged construction, accurate feeding and economical operation.

The attachment is located at the lower rear of the press where vibrations do not affect the accuracy of the



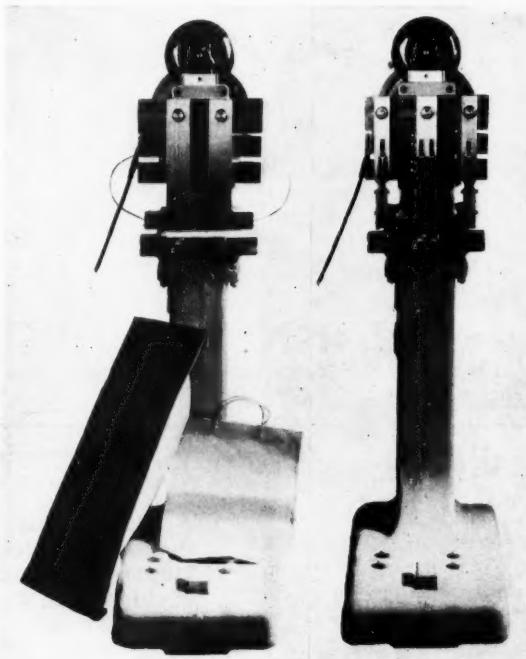
NEW ROLL LEAF ATTACHMENT CONFORMS TO STYLE OF PRESS AND IS LOCATED AT LOWER REAR

roll leaf feeding mechanism. It can be easily reached in order to set up rolls of leaf or adjust the feed. Bronze powder cannot get into the fountain, distributing table or rollers. The attachment is driven by the motion of the press itself.

New Multiple Head Stitchers

The New Jersey Wire Stitching Machine Co., of Camden, N. J., announces a new line of multiple head stitchers for folding suit box work, shopping bags and for the sealing and closing of paper bags and multiple head stitching of all types of boxes.

The machine shown at the left of the accompanying illustration is for folding suit box work and shopping bags. Duplex heads may be supplied with this machine for making simultaneously the four staples required to hold the shopping bag handles. In the case of folding suit box work this means a considerable



NEW MULTIPLE HEAD STITCHERS

saving in time and insures absolute uniformity in the placing of the staples which in turn adds to the appearance of the finished box. Two of these two head stitching units may be operated facing each other over a flat table so that both ends of the suit box may be stitched at one time, with either one or two stitches placed in each end as desired and they may also be attached to a conveyor for doing the forming and stitching of suit boxes automatically.

In stitching handles to shopping bags, the placing of either two or four staples simultaneously—in the case of the duplex heads—means a large saving in production costs, since placing staples one at a time on a single head stitcher was a slow laborious operation.

The four-head machine on the right is for sealing of paper bags. The center two heads are for work requiring a center distance between the staples of $1\frac{3}{8}$ in. The two outside heads are for stitching where the work only requires a minimum center distance of $1\frac{1}{2}$ in. between staples.

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NOW MORE THAN EVER!

Shutdowns, interruptions and re-runs are now a more unpardonable extravagance than ever before. Machines and men must function continuously and efficiently. Therefore only those adhesives that are capable of such reliable performance are truly economical.

Hence the increasing use of



GLUES — GUMS PASTES

Their dependability, uniformity and allround excellence is the reason that they have proved to be so conducive to low production cost.

We should like to explain how we have increased production and lowered costs both per man-hour, and machine-hour, too.

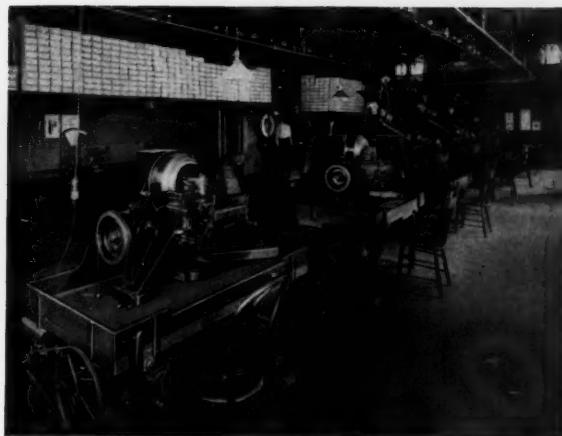
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Any free-flowing product from salted nuts to sachet can be packeted here in Fitchburg. Many manufacturers use this service as a way to distribute samples of their products.

This packeting service is at the disposal of any manufacturer having a packeting problem which does not warrant the leasing of one or more of our Automatic Packeting Machines.

Write for further information pertaining to your particular requirement or catalog P-35 gives general description with pictures.

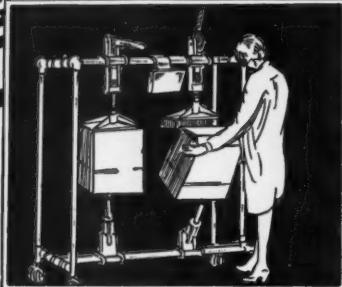
BROWN *Automatic* PACKETING MACHINE

THE BROWN BAG-FILLING MACHINE COMPANY
Fitchburg, Massachusetts, U. S. A.



SOLVING IN YOUR

At right — two-station Harmon Sealer. Also made in three- and four-station units, or to suit your needs.



WHETHER your problem is better sealing with fewer losses—or greater output at less cost—the Harmon Sealer will solve that problem for you, as it has for others.

You can seal from 1500 to 2000 containers a day with one HARMON sealer—using an operator of ordinary skill. No turned-up box flaps or edges—no losses in transit—no customer complaints.

With its greater speed—lower sealing costs—better sealing and fewer losses—the HARMON will soon pay for itself. Request complete details. *Use coupon!*

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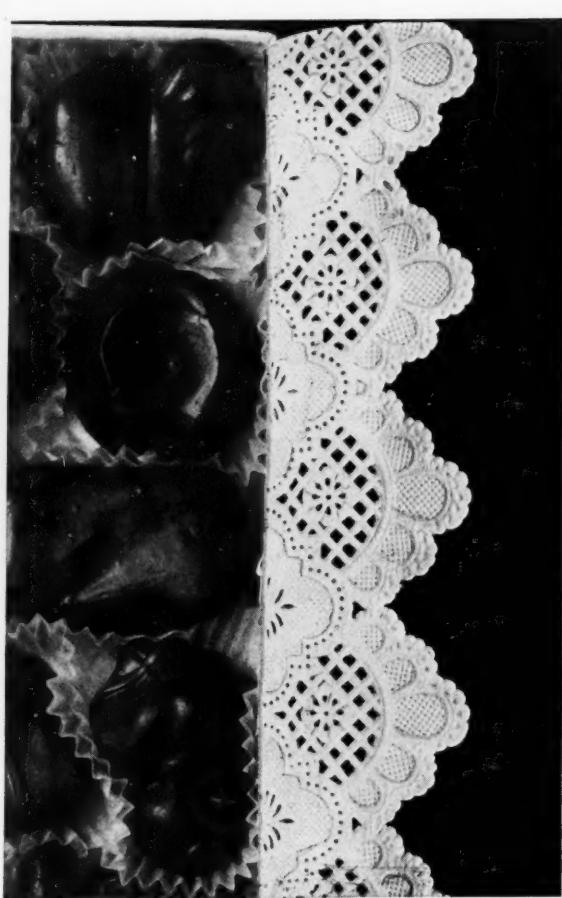
Wm. M. Purdy Co.
415 Greenwich St.,
New York, N. Y.

J. B. Bellamy
316 Clay St.,
San Francisco, Calif.

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MORE
FACTS

THE HARMON SEALER, INC.
How will the HARMON cut our sealing costs?
boxes daily, size
Our sealing method is
Name
Address

USE COUPON



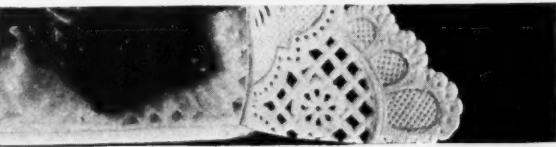
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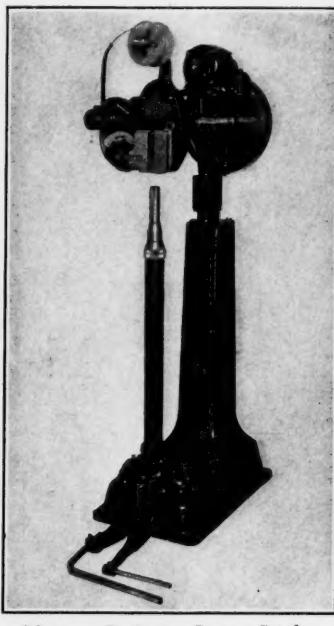
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“SUPERS” WITHOUT END!



Morrison Perfection Bottom Stitcher

Everything nowadays is super-this, super-that, super-men, super-service, super-machines!

And, disdaining such self-praise as being not only untrue but actually silly, we have never claimed or permitted anyone to claim for the *Morrison Perfection* anything but a *good dependable wire stitcher of low operating cost and high production.*

And, if that's what you are seeking, MORRISON has a *Perfection* Stitcher suited to your requirements.

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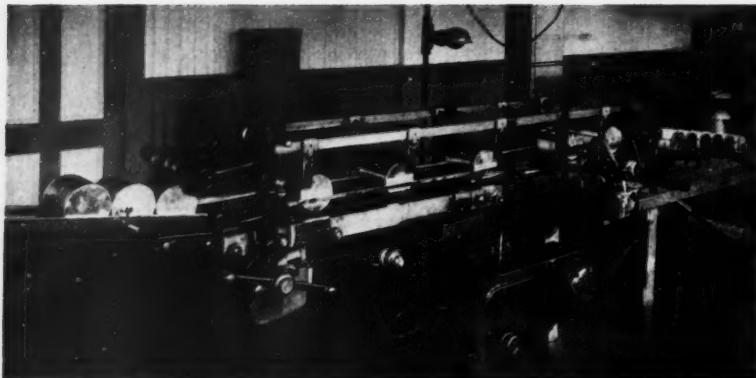
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Any box maker who has a Thomson National press of the Colt's Armory or Laureate type can produce distinctive box tops by the Peerless Process. For information and samples of embossed box tops write to Peerless Roll Leaf Company, Inc., 915 New York Avenue, Union City, N. J. Branches in Boston, Chicago and London.

THE PEERLESS PROCESS

For Decorating Distinctive Packages



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GENERAL OFFICES ~ SAINT LOUIS



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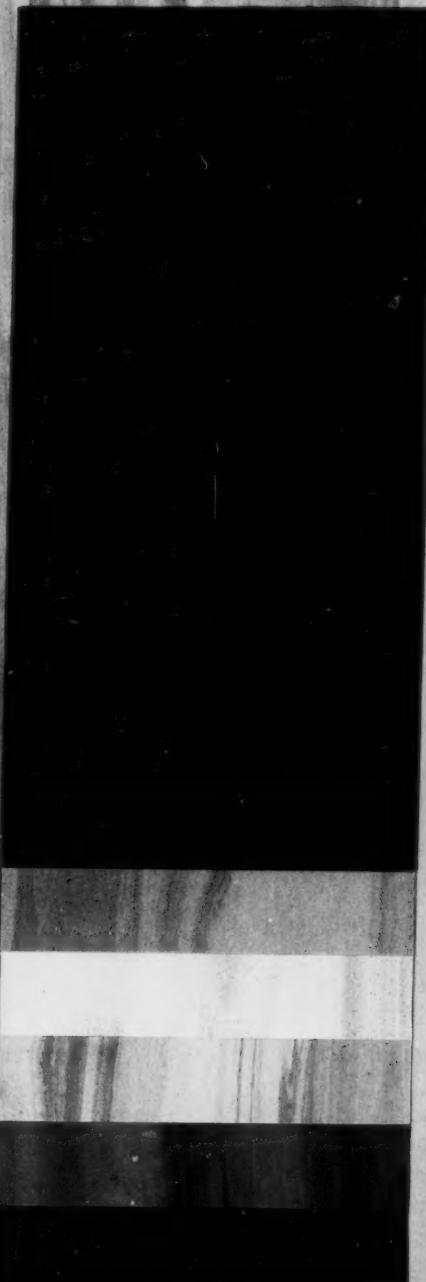
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Six strong adjectives are truly descriptive of Woodcraft—Waterproof, Soilproof, Strong, Unusual, Serviceable, Unique. A different kind of wood is represented by each color.

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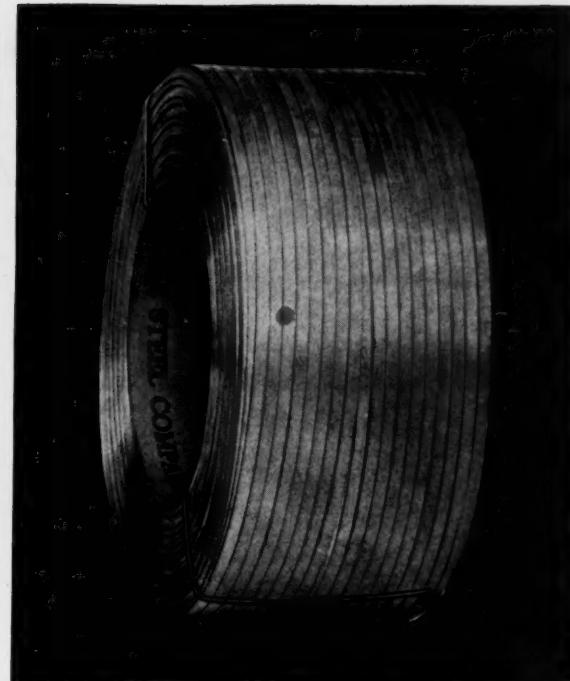
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*The largest and longest on the Boardwalk.
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**Now—try Silverstitch in your
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IF you use flat stapling wire for sealing fibre boxes you are invited to send for a free five-pound sample coil of Silverstitch.

Silverstitch has the following three features that speed production and help make better, stronger shipping packages: 1. Accurate in temper, width, and thickness. 2. Continuous length five and ten pound coils. 3. Galvanized finish that resists rust five times longer than coppered finish.

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SilverStitch
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Name _____

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City _____ State _____

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PICNIC LUNCHEONS WITHOUT GRIEF!! A LA PEERLESS--

Mr. Food Manufacturer, here is a merchandising idea that will mark you as the preserver of pleasant days for the coming season.

Early correspondence with the Peerless Tube Company will prove that the public will welcome these products packed conveniently and sanitarily in Peerless Tubes.

All our tubes are adaptable to the New Kiefer Clipless Closure illustrated below, or standard clips as you prefer.

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Cheese
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Fish Paste
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in
PEERLESS TUBES



PEERLESS TUBES PRESERVE AND OUTLAST THEIR CONTENTS



CANCO

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With new developments in selling, new methods to replace old ones, doesn't your package merit equal attention? And here most of all is where an *outside* and expert viewpoint can be of valuable assistance. Have Canco package designers and market men study your package, gauge its suitability to your market and your product. These experts, studying your packaging problems as a fresh and vital subject, are sure to render you valuable and timely suggestions.

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